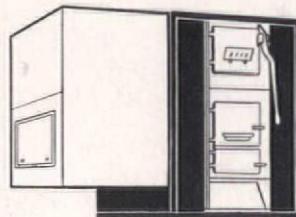


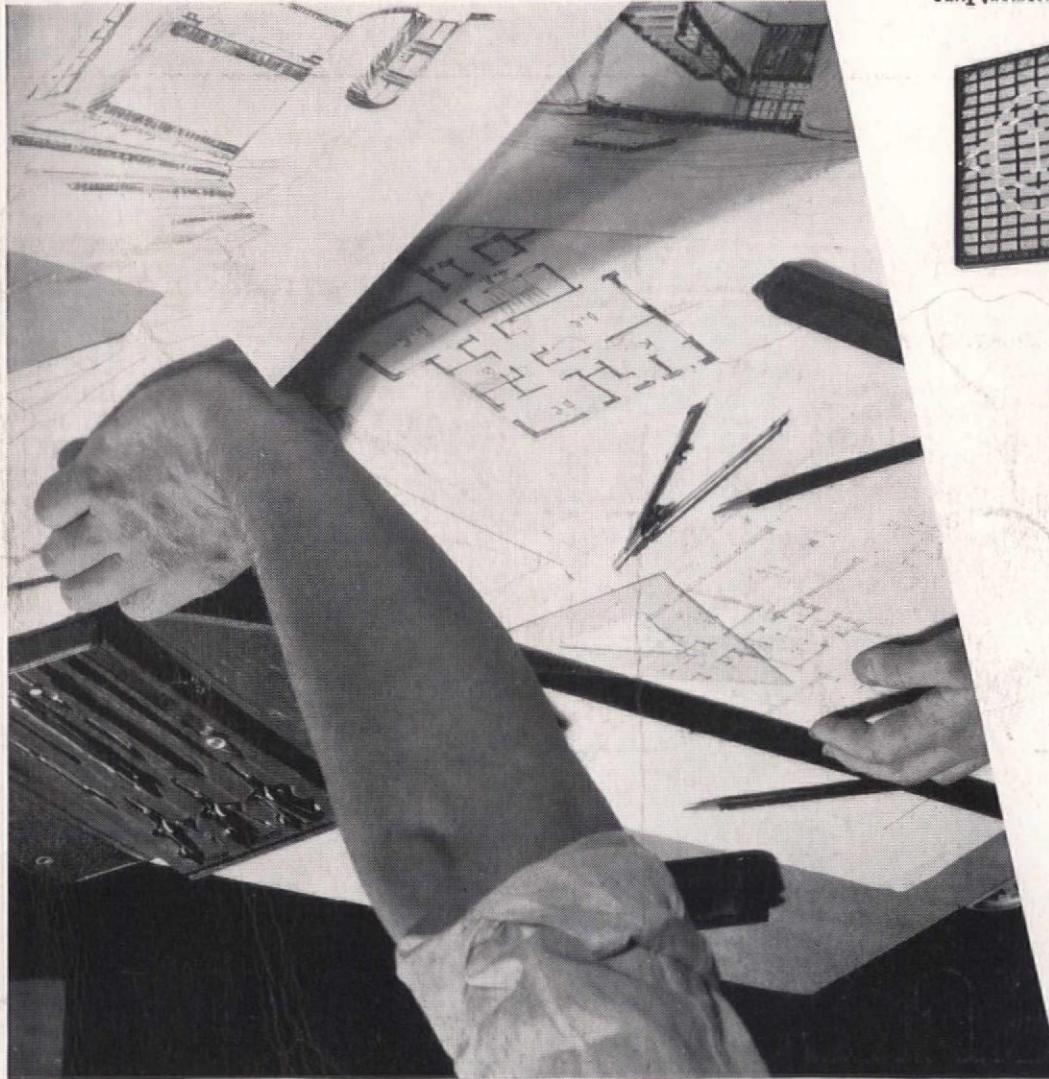
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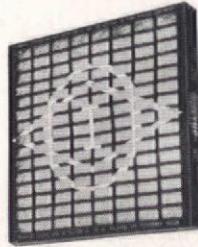
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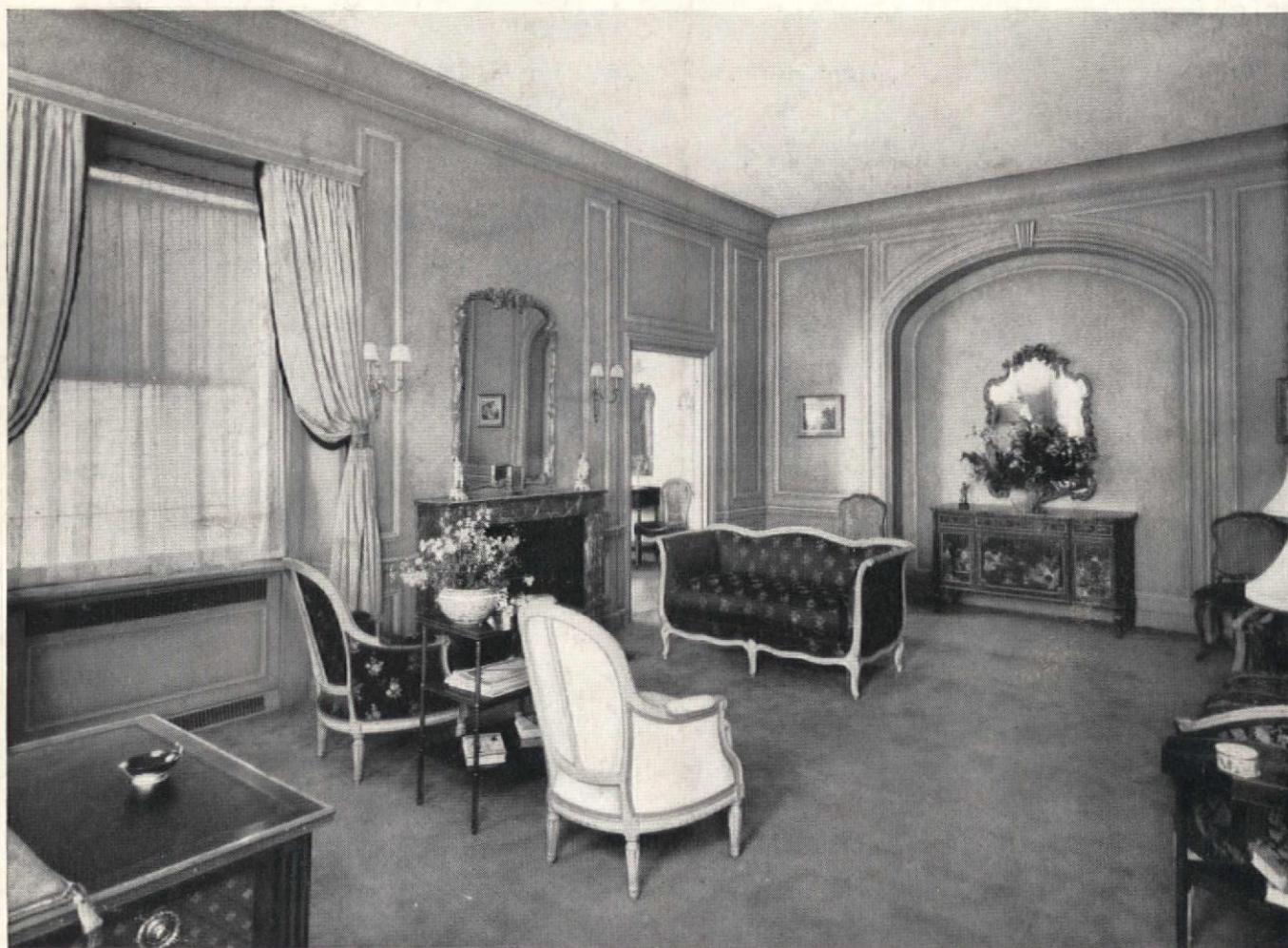
BETTER HOMES IN AMERICA COMPETITION

APRIL, 1935

INCLUDING "BUILDING MONEY"

THE ARCHITECTURAL DRAWING

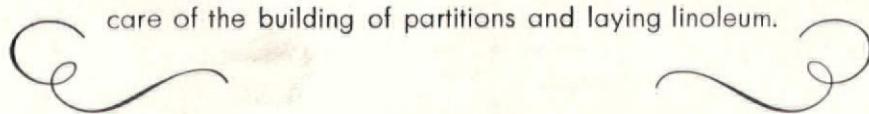
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NEW YORK

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VOLUME LXII
Number 4



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Being specialists ourselves, we are quick to recognize and place confidence in the abilities of other specialists. Therefore, when it comes to the place of the architect in the swiftly growing air conditioning picture, we want to go on record as being convinced that the architect is the proper party to represent us to his client. Except by special invitation we do not wish to appear other than through the architect's recommendation. We have no desire to take the wheel out of his hands.



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Hightower

WHEN THE YEAR'S AT THE SPRING

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LETTERS

Architect or Messiah?

Forum:

In the remarks introducing the two reports concerning architectural education published in the February FORUM the question was raised as to what an architect was. "Artist? Professional man? Business man?" Since Dean Hudnut's report was one of the two presented the question "Messiah-Dictator" should also have been raised. For that is exactly what the good dean declares the architect to be: he is to use his technology "for the reconstruction of our human environment."

Now I am perfectly aware that the dean is thoroughly in accord with advanced contemporary thought in respect to the duty of the architect. Nor do I deny that reconstruction of the human environment is the most important job to be done. It is, and there is no question about it. But I violently object to the position that the architect can do the job.

It doesn't make the slightest difference that all the literary intellectuals believe it is so. It is just possible that they are wrong. In the January FORUM the symposium on schools was in part headed: "Hutchins tells how Horace Mann made a mistake which he imposed upon the entire U. S." Well it is just possible that Hudnut and the literary intellectuals are making a mistake which they may impose on the architectural schools.

Grant that the human environment has to be reconstructed. Is it going to be done by reforming the architects? No, it isn't. Reforms have to be instituted in the field of economics and of politics. It's just ordinary horse sense. Even if you reform the architects, does anyone seriously think that the bankers and the politicians will permit architects to dictate to them, will permit them to "reorganize the forces of society, discipline them. . ." as Lewis Mumford so grandiloquently put it and as Hudnut weakly echoes it? Not on your life.

And if architects must have a "more thorough discipline in the scientific habits of thought" as Hudnut so magnificently proclaims, don't you think the scientific habits of thought might start with a definite realization of the fact that in the reorganization and reconstruction of society the architect may play an important, but withal a minor part? . . .

In the latter part of the nineteenth century Matthew Arnold, to replace the Church, which was then collapsing about his august Victorian head, substituted a vague factor called "Culture" as the organizing and disciplining force in the world. Wilde's creed grew out of the peculiar twist Walter Pater gave Arnold's doctrine of Culture.

Arnold's Culture having completely collapsed, in the middle twenties there was an

attempt to push New Humanism into place as the organizing and disciplining factor. It was too restrictive and too disciplinary for the romantic young men—New Humanism had scant use for the arts, or for the individual. They reverted toward Arnold's Culture. They didn't revert to it. Too much water had gone over the dam since then, new heavy water whose existence Arnold was unaware of: Shaw, Wells, Thorstein Veblen, all the politico-economic, scientific concepts. Nevertheless, they got as close as they could and did an excessive amount of talking about "urbanity" and the necessity for being "urbane"—the modernized version of "culture" and "cultured."

And what these very urbane young people were doing all through the twenties was substituting art—architecture and painting principally—as the organizing and disciplining force in the world. Hadn't Taine early in the nineteenth century established the value of art as a *social record*? Hadn't Louis Sullivan, if not stranded on Dover Beach at least lost in the same dark night which enveloped Arnold, grabbed at the social implications of Taine's thesis and proclaimed that architecture was social? Had not Shaw and Wells, Marx and Veblen proclaimed the Social State? Had not Trotsky and Lenin brought it to pass? In wild excitement they made the substitution joyfully. "Hail Architect! Messiah-Dictator of the World." Thus was born the "architecture for society's sake" creed of Mumford, Hudnut and all the literary intellectuals.

It is as foolish and futile as was the ill-starred "art for art's sake" creed of Pater and Wilde, its proper historic parallel. . . .

ROBERT L. ANDERSON
Clemson College, S. C.

Clearcut Presentation

Forum:

I would like to congratulate and thank you for the clearcut presentation that you gave in your February number to the new developments at Columbia's School of Architecture. I think the report is of real significance to architectural education, and I'm glad to see it made known to architects generally.

Ever since Bosworth and I "surveyed" the schools in 1930-31, we have been watching with great interest the growth of new ideas that we could see were germinating among school groups. Columbia is strikingly significant of a fairly wide trend. As a matter of fact many schools are developing new points of view, new methods. A new cooperation is growing between universities, schools of architecture, and the profession. . . .

Your last two numbers have been so interesting I find my firm resolution to depend on the copies in the school library and private offices evaporating. Please have my personal subscription entered on your list

beginning with the school number. And I would like an extra copy of the last number.

ROY CHILDS JONES
Minneapolis, Minn.

Forced Division

Forum:

. . . I read THE FORUM regularly as promptly as it appears. I read with interest the survey it contained of the changes proposed by Columbia. Schools less hampered by traditional practices have seen the practical need of adjustment of their work to the students' needs and followed a manner more in keeping with the manner Columbia now decides is new.

I find, however, that the mere verbal division of schools into the Stylistic and the Organic is a forced one; few have ever been as stylistic as the term implies and few have failed to possess an organic quality. I heartily agree with an honest effort to extend this latter quality. We must realize we are passing through years of radical ideas—rather given to radical experiment. Those taking the lead may expect popular following for a brief period. In general few practices of proven merit will be lost even amid the most radical programs.

WILLIAM WARD WATKIN
Rice Institute
Houston, Texas

Unhappy Prejudice

Forum:

I take issue with the account of the dedication of the Housing Project for the American Federation of Hosiery Workers in the February FORUM, insofar as it relates to the Pennsylvania State Board of Examiners of Architects. By insinuation of "rumors," rather than by direct statement, it is made to appear that "an unhappy prejudice" of the State Board against Messrs. Kastner and Stonorov prevented these young men from becoming registered and readers are led to infer they were actually entitled by their work to pass their examinations, but the Board prevented this by some devious method.

In my opinion such a suggestion is preposterous and unworthy of any architectural magazine that hopes to merit the confidence of the profession. It comes with particular ill grace in view of Dean Hudnut's report in the same issue, setting forth the need of more complete technical training for architects as a preliminary to acquiring experience for actual practice. The members of the Board in Pennsylvania are men of experience and responsible practice and citizens of standing. They are under oath and, to my knowledge, are set on performing their duty conscientiously and in

(Continued on page 6)

LETTERS

(Continued)

the interest of the public welfare. Articles such as the one in question tend unjustly to undermine confidence in the registration system, which the profession supports.

A prompt repudiation of the insinuations in the article is in order if the confidence of this subscriber in THE FORUM is to be retained.

GEORGE I. LOVATT

Philadelphia, Pa.

THE ARCHITECTURAL FORUM is as sure as Subscriber Lovatt of the probity of Pennsylvania examiners. Licentiate Stonorov should agree.—ED.

January Schools (*continued*)

Forum:

Your article copied by United Press of January 29 brought to my attention the fact that your article criticizing school architecture through the country sets forth that you have employed four architects of national prominence to draw school plans that would be modern and cost less than plans now being used.

Would you kindly put me in touch with these architects? We are contemplating building a high school of proportions to take care of three hundred high school students, eighth grade and up.

For your guidance Coolidge is located in a very dry hot belt, temperature seldom runs below 25° in winter and often runs 110° to 115° in summer. Rainfall is only about nine inches annually.

If you can give us some assistance in this work, we shall be very grateful to you. Trusting that we may have a reply from you at the earliest possible date, I am,

W. JACKSON

Coolidge, Ariz.

The four architects who submitted projected schools to the January ARCHITECTURAL FORUM are Richard J. Neutra, Los Angeles, Howe & Lescaze, New York, Wallace K. Harrison, New York, W. Pope Barney, Philadelphia.

Forum:

. . . Personally, we are always interested in new ideas and new developments in architecture, especially in school work, having been architects for the Board of Education in San Antonio for the past twelve years.

. . . We find the January issue of especial interest; the presentation of Mr. Neutra's ideas on modern school development and planning. In our opinion there is a great deal of food for thought in these unusual layouts, especially for the southern parts of the United States.

Also, we should like to add that this issue was studied very carefully by several members of the Board of Education and

the Educational Staff, who seem to find nothing either fantastic or visionary in the basic ideas portrayed in these various school plans.

We are in entire accord with the policies of THE FORUM in presenting to its subscribers new ideas and new departures in architecture, as well as the more conservative type of work that has been and is being produced by the American architects.

DAHL DEWEES

San Antonio, Texas

Forum:

Your School Reference Number was certainly stimulating to our department. We try to maintain a forward-looking functional approach to school planning. Many members of the department have felt that the new ideas are precisely what we have been hoping for. Some felt that while the plans were admirable from a functional point of view, the exteriors do not have a similar appeal.

In talking with some of the architects who bring in school plans for consideration or approval the impression is given that everything is so strange or foreign, or that the material shown is too divorced from actual practice. The older school architects accustomed to using the traditional staid and standard units of school planning naturally feel entirely lost. These are usually the toughest fibered reactionaries for a school executive when considering plans for a building permitting an activated program.

DOYT EARLY

Division of Schoolhouse Planning
Department of Education
Sacramento, Calif.

Forum:

The January number on schools reached me yesterday, and it certainly is a swell job in every respect. I want to congratulate THE FORUM's staff on having put out such an issue and also want to ask a few questions that occur to me in the course of the first look through it that I have made. . . .

Was the omission from this number of the recently completed school group by André Lurçat, at Villejuif, France, intentional? This group of buildings seems to me to be so thoroughly in the spirit of the entire number that I would have liked to have seen it included, since I have not seen it published elsewhere in the United States. . . .

With best wishes for the continued appearance of THE FORUM along the high standards set by this number, I am,

ROBERT C. WEINBERG

New York, N. Y.

Several fine schools were omitted because they had been extensively published in U. S. magazines. Villejuif appeared in American Architect, March, 1934.—ED.

Beauty A Fact

Forum:

. . . Beauty of design, artistry of contour, esthetic application of materials, and similar phases of architecture involving primarily matters of art do not and should not look to experience for sanction. Beauty is beautiful and art is artistic regardless and independent of its creator. Any magazine that will not or cannot recognize creative genius apart from the reputation of the artist is not worthy of a place in the realm of the architectural profession. . . .

A fantastic dream in architecture is an imaginary and untried application of imaginary and unproven materials. But when from the laboratory we are given a new building material that not only is proven sound beyond question by practical and dependable science, but also is economically superior and preferable from the utilitarian standpoint, and when there is added to the problem the uncontrollable fact that such material will not lend itself to traditional design, the architect has but one of two courses to pursue: he may discard the material and cling to tradition or he may call upon such creative genius as is within him and experiment with design adaptable to the materials until he has brought forth a new, modern, and thoroughly suitable type of architecture—suitable not only to the materials but also to the spirit of the times.

If the architectural profession and its magazines and periodicals assume the first position and stand unmoved therein, there will wholly be lost to civilization the benefits that should accrue from better, more comfortable, more durable, and cheaper buildings. The mere statement of such a contingency should be sufficient to dissuade any magazine from adopting such an editorial policy.

If the experimental and creative course is followed, there will be mistakes—plenty of them. There will be incongruous and monstrous designs, of course, and some may be "fantastic dreams," and there even may be disastrous failures. But out of the trials, with the enthusiastic assistance of the profession and its periodicals, there will be born a new type of architecture embodying the best that science can produce in materials and the best that creative genius can produce in beauty, comfort, economy, and utility. Civilization will have been benefited and promoted.

I sincerely trust that your editorial policy will be determined by progress. I know it is treacherous, and the difficulties are many, but nothing of consequence will be gained by an inert and supine acceptance of tradition, whereas loss to mankind will be experienced by a discard of the benefits science has made ready for us.

HUGH R. DAVIES

Long Beach, Calif.

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• •
ARCHITECT'S NOTE: In the 1935 edition of Sweet's Architectural Catalog, Section 28, Westinghouse has provided exhaustive details on designing modern lighting installations.

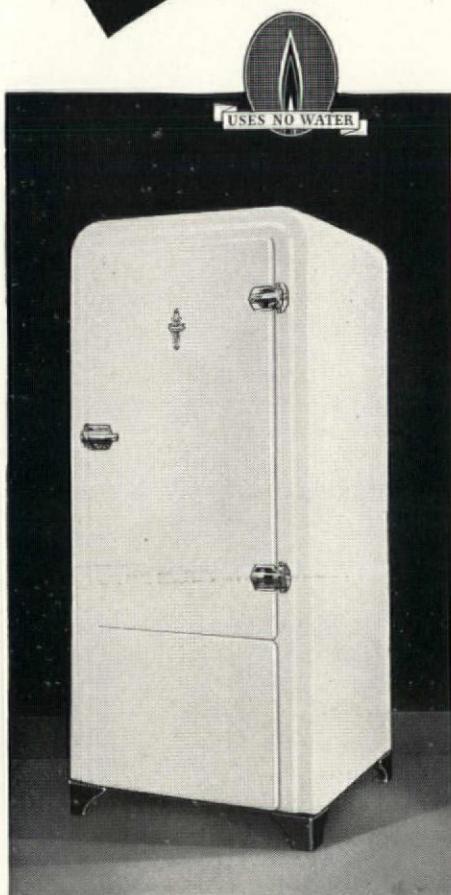
Westinghouse Electric & Manufacturing Company, Lighting Division, Edgewater Park, Cleveland, Ohio.

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See the beautiful new Electrolux models on display at your local gas company—*today!* Servel, Inc., Electrolux Refrigerator Sales Division, Evansville, Ind.

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FORUM OF EVENTS

COMPETITION, AWARDS

A UNIVERSITY OF MICHIGAN team (Architect Rudolph A. Matern, Painter Donald B. Gooch, Sculptor Jane H. Higbie, Landscape Architect Richard I. Levin) won the \$300 first prize of the Venus Pencil awards for the annual collaborative competition of the Alumni Association of the American Academy in Rome. The awards are donated by American Pencil Co. Second prize (\$150) went to Cornell (James W. Breed, architect; Adelaide E. Briggs, painter; Louis J. Perron, landscape architect). Yale (E. P. Foster, Jr., architect; S. B. Simard, painter; D. D. Grainger, sculptor) took the \$75 third prize.

Fifty-five teams from thirteen art schools entered. Problem was a "Museum of Natural History and its setting in a park in a large city." The jury, all trustees or alumni of the American Academy in Rome, included Architects Edgar I. Williams, Walter G. Thomas, Eric Gugler and C. Dale Badgeley; Landscape Architects Gilmore D. Clarke, Richard C. Murdock and Edward Lawson; Painters Eugene Savage, Barry Faulkner and John M. Sitton; Sculptors John Gregory, Gaetano Cecere and Joseph Kiselewski.

¶ The 1934 Vegliante Memorial award of the Architectural League of Northern New Jersey went to Clarence H. Tabor, Jr. of Ridgewood. This annual award, consisting of the income from \$5,000, was provided for in the will of the late Architect Anton L. Vegliante. In 1933, it was given to Harry Lucht of Cliffside Park.

¶ Crane Co., publisher of *The Home Desirable*, a magazine distributed to home

owners by plumbing and heating dealers, announces a contest for photographs of remodeling which include plumbing and heating. First prize is \$100, second \$50, third \$25. There are also fifteen \$5 prizes. Further information from *The Home Desirable* offices, 221 North La Salle Street, Chicago.

WINNERS of the \$1,000 "Sweepstakes Prize" in *Better Homes & Gardens*' remodeling competition were Mr. and Mrs. H. D. Christensen of Glendale, Calif. Competitors, all of whom submitted before and after photographs and a brief description of the remodeling, were divided into four classes according to the amount of money spent. Each class carried a certain number of cash prizes with the sweepstakes prize going to the best job of the lot. Mr. and Mrs. Christensen's entry fell into Class IV—"improvements costing more than \$1,000."

Better Homes & Gardens' staff picked out a group of the best jobs in each class and turned them over to a jury consisting of Architects Royal Barry Wills, Verna Cook Salomonsky and Russell Walcott. Like *Better Homes & Gardens*' previous competition (ARCH. FORUM, May, 1934, p. 339), this one drew several thousand entries, gave an important impetus and valuable publicity to remodeling throughout the U. S. The prize-winning photographs will go on an exhibition tour.

Mr. and Mrs. Christensen's description of their remodeling: "Starting with a three-room house . . . we built on two rooms 16 x 18 ft. and one 11 x 13 ft. across the front of our old house, also a porch 7 x 13 ft. Then we continued the rear slope of the old roof

up to a new peak, using cedar shingles stained dark brown. The extension . . . is painted white with green shutters. The front porch is paved with red brick. . . .

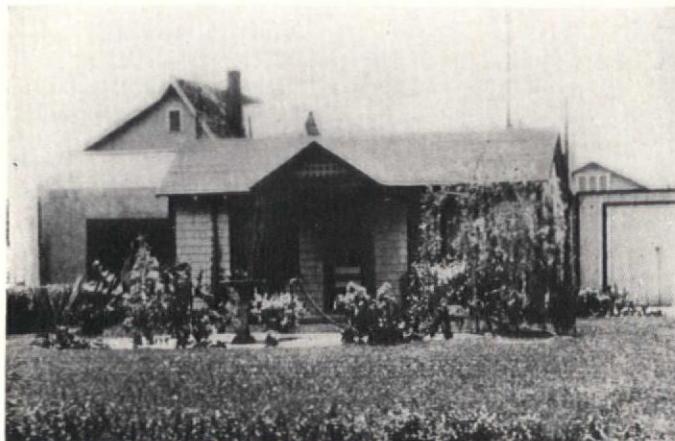
"What was our living room is now our dining room. We have a square opening 4 x 6 ft. wide connecting the two rooms. This room, as well as the present nursery [formerly the only bedroom], was redecorated."

Inside the house is mainly Colonial. Cost of the remodeling came to \$1,365.99. Applying their \$1,000 prize money to the cost, Mr. and Mrs. Christensen may boast of having done the entire job for \$365.99.

SCHOLARSHIPS

THE College of Architecture, Cornell University, invites applications for a University Fellowship, which pays \$400 and exempts the holder from payment of tuition, and three graduate scholarships open to graduate students in architecture, landscape architecture or fine arts. The Fellow and the graduate scholars must be enrolled in the Cornell Graduate School. To obtain admission to it, applicants must have received a baccalaureate degree, the requirements for which are substantially the same as are those for the corresponding degree at Cornell. In general this means a five-year course. Five scholarships in the College of Architecture are open to graduates of four-year courses in architecture, landscape architecture or fine arts. Information from Dean George Young, Jr., College of Architecture, Cornell University, Ithaca, N. Y. ¶ The College of Fine Arts, Syracuse University, is offering a series of scholarships

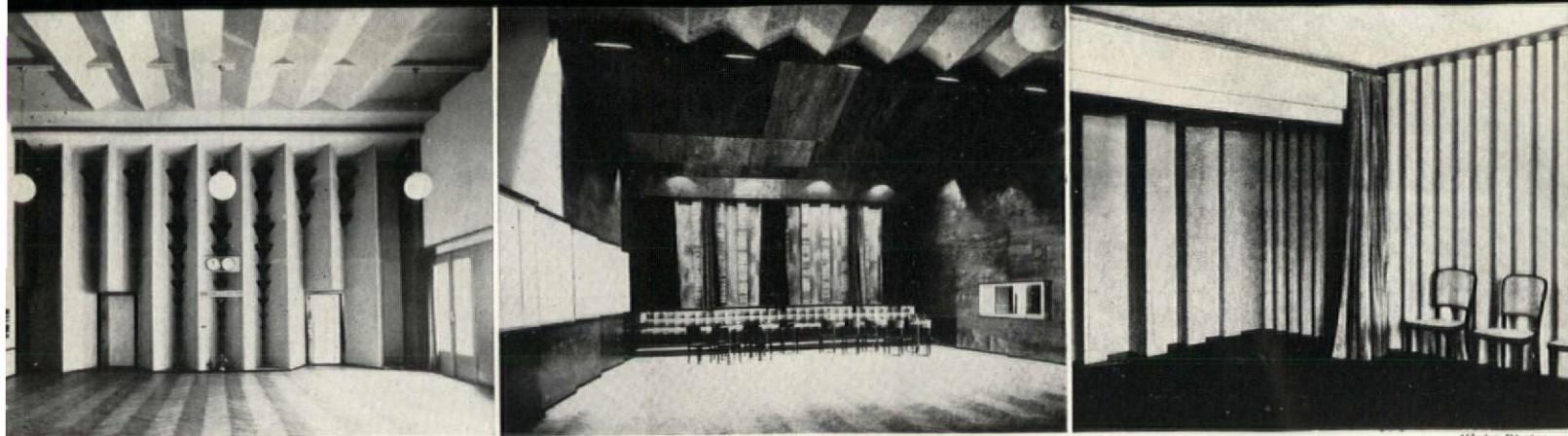
(Continued on page 46)



To Remodel This House—\$1,365.99.



To Mr. Christensen a Prize—\$1,000. Net Cost—\$365.99.

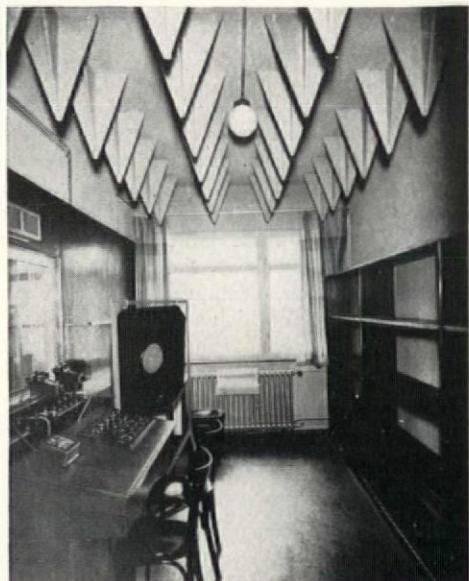


Globe Photos

At the left is the sending room for small orchestras and less important programs. The strange shapes have the sole purpose of breaking up the standing waves. In the center is the stage end of the same room. Notice swinging wood planes below the ceiling which are adjustable. The curtains are also adjustable to produce desired echo time. The sofa below the stage makes up the difference between a filled and an unfilled room. At right the small lecture room. The wall surface is eternit, a roofing material.

PRODUCTS AND PRACTICE

A new field of experiment for the architect which may lead to concepts even more revolutionary than the already existing acoustical rubber plant.



WITH the art of holiday-making in Scotland, the art of designing for acoustical effect is in its infancy. Too often the architect designs a concert hall, theater, or broadcasting room in the handiest way and depends upon the acoustical engineer to correct the deficiencies with sound absorbing materials of various sorts. If, however, the new German broadcasting station at Koenigsberg is any criterion this will be unnecessarily inefficient in the future.

The engineers who designed this latest medium for the dissemination of German culture found after much study that plain rectangular rooms with ordinary flat ceilings distort sound. This has nothing to do with the question of echoes or of undue reverberation but is due to the presence between parallel walls of what are known as standing waves. These are similar to the waves that exist in organ pipes and in all wind instruments.

To break these up all sorts of ingenious tricks have been tried. Some of them are illustrated herewith. Floors are built "floating." Walls are broken up into all sorts of angles and curves, some of which are adjustable. Ceilings are equipped with stalactites that have the effect of increasing the acoustic size of the room. A rubber plant is used at one point to aid in determining favorable echoes. Even bookcases are made to play a part. Finally curtains are used to make delicate adjustments where desirable. The architect who may be familiar with the properties of standing sound waves will understand how greatly such treatment will cut down undesirable resonances. He will also understand the motto which appears on the balcony front in the main studio, "Everything Sounds, Even Silence."

PRODUCTS AND PRACTICE Continued on page 54.

At the top is the mixing room. The stalactites are said to produce the same acoustic conditions as in a much larger room accommodating 32 people. Below is the large broadcasting studio. Here there are adjustable ceiling planes similar to those in the smaller rooms. The motto on the front of the balcony reminds the engineer that even silence may be a sound.



... IT'S A NATURAL!

• Building Dollars Are Coming Back! Sounds of saw and hammer are rising in volume. New house frames are going up in the sunshine . . . new roofs are keeping out the rain. Specification writers responding to these renewed activities, can place the utmost confidence in Arkansas Soft Pine Satin-Like Interior Trim. Premier soft wood for Clear or Knotty paneling, woodwork and mouldings, it attained substantial preference during the last building cycle . . . it will do so again in the next. For this Pine's superiority is a *Natural!* Soft texture, resilient fiber, fine grain, freedom from pitch, beautiful figure, adaptability to all finishes without subsequent discoloration, raised grain or leaching, are facts of inherent character . . . not claims. In the sum of these attributes, Arkansas Soft Pine is unequalled among soft woods. • Produced and graded according to American Lumber Standards, it is readily available through local lumber dealers and planing mills east of the Rockies and north of the line of the Ohio River. Genuine Arkansas Soft Pine is Trade-Marked with the registered symbol above, and Grade-Marked as shown below. Standard specifications will be found in Sweet's Catalog for 1935, Section $\frac{12}{1}$. • An illustrated brochure on panel installations, including detailed work sheets of formal and informal designs, together with Grading Rules and Hand Book of detailed woodwork and moulding profiles, will be furnished on request.

ARKANSAS SOFT PINE BUREAU

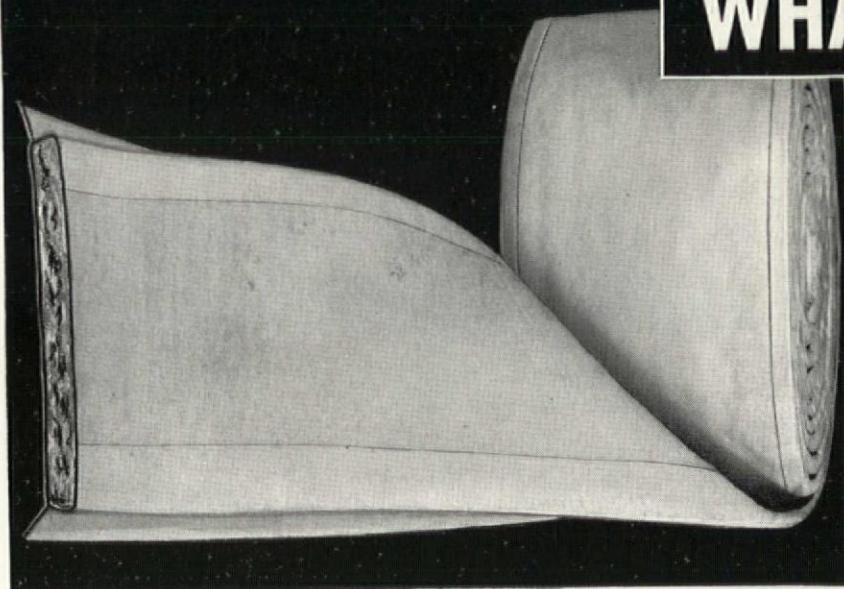
BOYLE BUILDING, LITTLE ROCK, ARKANSAS

GRADE

AB & BETTER
AKILN DRIED 29

MARK

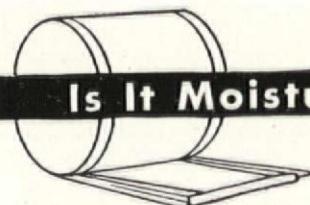
WHAT WILL IT DO ON THE JOB?



A FEW UNVARNISHED FACTS ABOUT INSULATION

We have plenty of laboratory figures to show why BALSAM-WOOL is better insulation. But your clients don't want laboratory figures. They want insulation efficiency—on the job.

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Is It Moisture-PROOF?

We know—and you know—that moisture destroys the effectiveness of insulation. We know—and you know—that moisture gets into any insulation which is not adequately protected *as a whole*. BALSAM-WOOL is completely and permanently protected from moisture . . . sealed in a waterproof covering. In addition, it is chemically treated to make it vermin-proof and fire-resistant.



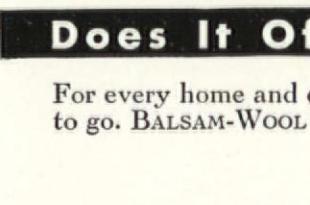
Is It POSITIVE in Application?

To be effective, insulation must have no weak spots—leave no loophole for wind, heat or cold to get through. But you cannot be sure of continuous insulation with materials that are merely poured or dumped in by common labor. BALSAM-WOOL is positive in application—fastened *in place* by qualified carpenters who know their business. Flanged edges now make it even easier to apply than ever before.



Is It Permanent in EFFECTIVENESS?

Materials that settle or that change their form, cannot be permanently effective. BALSAM-WOOL lasts as long as the building in which it is applied—*stays where it is put* and does not change its form.



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For every home and every climate, there is a *right* thickness of insulation beyond which it does not pay to go. BALSAM-WOOL comes in thicknesses to fit every insulation need, everywhere.

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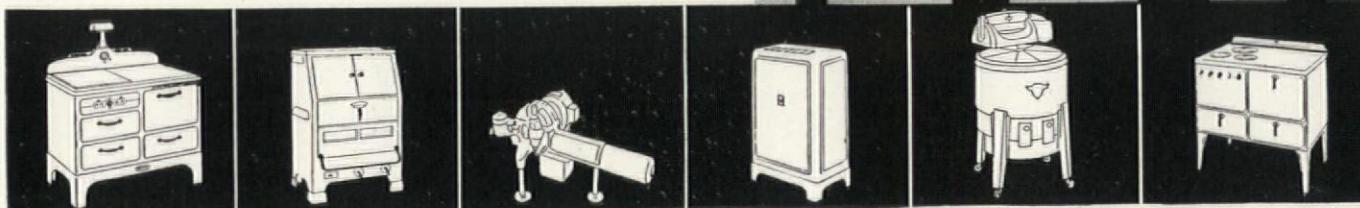
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**"To be
really effective,
INSULATION MUST
BE THICK"**

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gives your clients wall-
thick insulation at moderate cost!**

• All authorities have come to the same conclusion. The best insulation is thick insulation. Not half-an-inch thick. Not one-inch thick. But *full wall thickness*.

Eagle Home Insulation provides this "wall-thick" insulation at moderate cost. Eagle Home Insulation is a soft, fluffy "wool" that is made from rock. It is blown between the joists in the attic floor and into the hollow spaces between wall studdings by a special pneumatic process. It packs evenly and will not settle. Trained operators do the work. In most homes the complete job takes from one to two days. No building alterations are necessary. And there is no mussing up inside.

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• This is how Eagle Home Insulation is blown between joists in the attic floor by a special pneumatic method. The hose is run in through an open window. No muss downstairs.



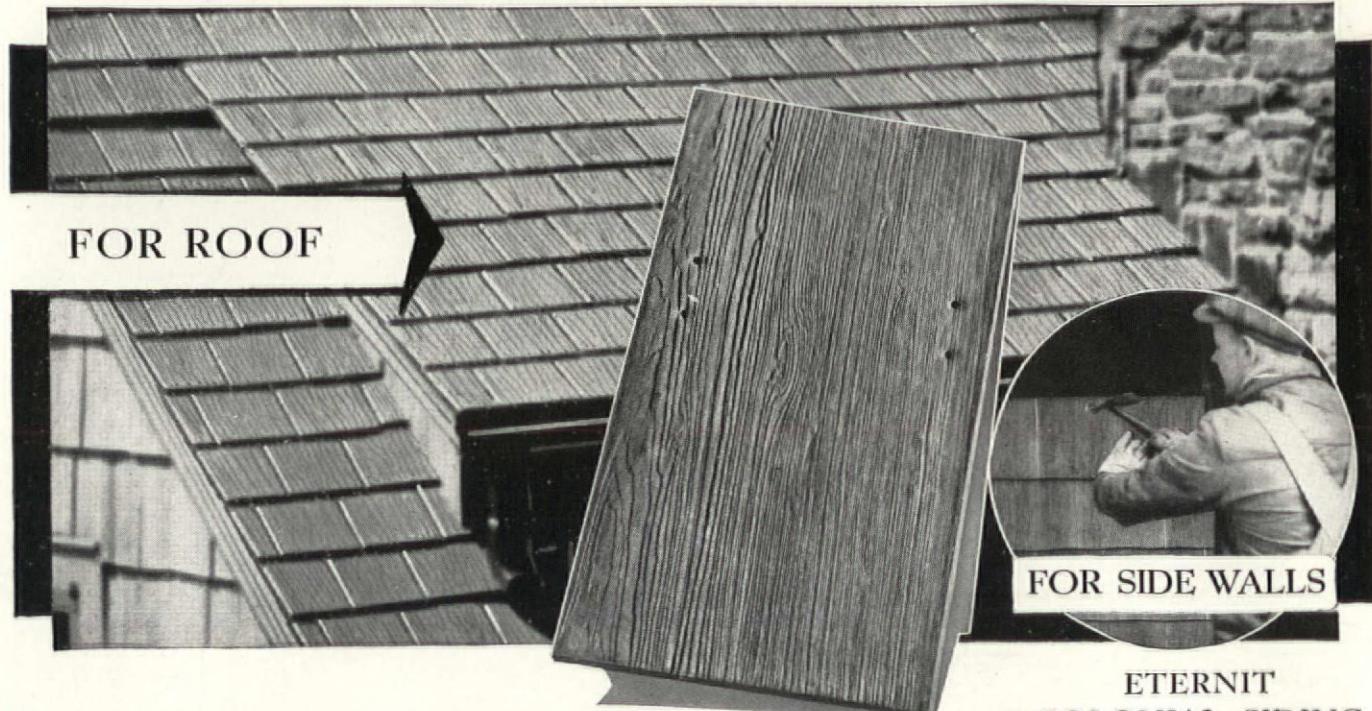
• No building alterations are necessary when Eagle Home Insulation is installed. To gain access to hollow spaces between wall studdings, operator removes a few pieces of siding, or a few bricks, or makes small openings in stucco.



• Eagle Home Insulation is also available in "bat" form for new construction. These bats are 15" by 18" and $3\frac{5}{8}$ " thick.

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To-day's Shingle Triumph



The Charm of Beautiful Cypress
Wrought in Asbestos-Cement . . .
Fire-proof, Rot-proof—Never Requires Paint



A new era of roofing beauty, safety, durability, and economy awaits your clients in Eternit Timbertex, a shingle of Ruberoid genius, and long wanted for dependable roofing, re-roofing and modernizing work.

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PIPE COVERINGS

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WATERPROOF
SHEATHINGS

CEMENT

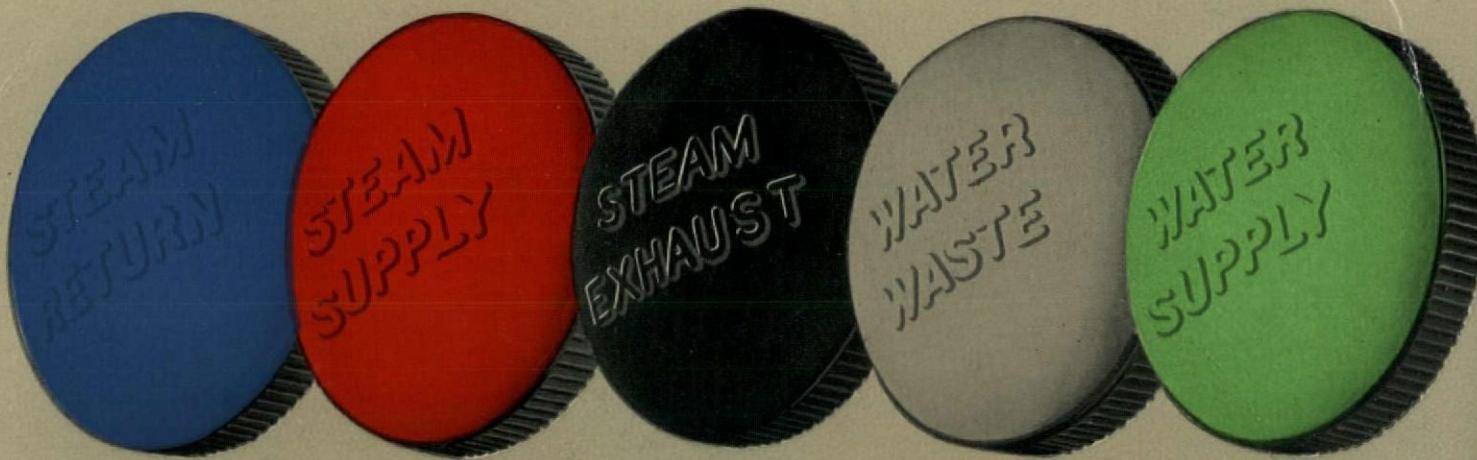
WATERPROOFING

REG. U.S. PAT. OFF.
TRADE
JENKINS
MARK
Jenkins Bros.



Valve Wheels

in Colors!



^{*}These five colors are stocked with plain covers, and with markings in relief

Color Index Your Valve Equipment

WITH THESE NEW VALVE WHEELS BY "JENKINS"

Color . . . flashing a signal that is instantly recognized . . . that no one misinterprets . . . is an indexing and controlling device of proved value. It banishes doubt, prevents errors and delays in operations of all kinds. Now, Jenkins Bros. applies this positive index to valves, with a radically new wheel, molded of colored materials.

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It is strong because the high tensile strength of the materials used is supplemented by ample cross-sectional dimensions and reinforcing ribs. It stays cool as the wheel is

hollow and ventilated and the materials used have low heat conductivity. *It provides a firm grip*, that is smooth and comfortable to the hand; even the wheel nut is concealed inside.

Color is permanent—is in the material. It cannot peel or rub off; in

fact, frequent handling merely keeps it bright. Steam, water, fumes and grease do not harm either color or finish. *It is easy to keep sanitary*, since it is notably free from cavities or projections, and is non-absorbent.

To a fine plumbing or heating installation these new Colored Wheels add appearance values that are most desirable. Their pleasing colors, enriched by lustrous materials are in keeping with fine surroundings. You will want to specify these superior wheels for all or part of the Jenkins Valves on many new jobs.

Also you will find that they can be effectively employed in modernization work. A convenient file folder on Jenkins Colored Wheels is being printed. Mail the coupon for a copy.



Wheel nut holds black hub on spindle
then colored cover snaps on.



***DETAILS:** These wheels are for Jenkins Valves, sizes $\frac{1}{4}$ in. to $\frac{3}{4}$ in. All hubs are same diameter permitting interchanging of the colored cover plates. Special combinations of standard colors and markings of cover plates; or special colors and markings can be furnished.

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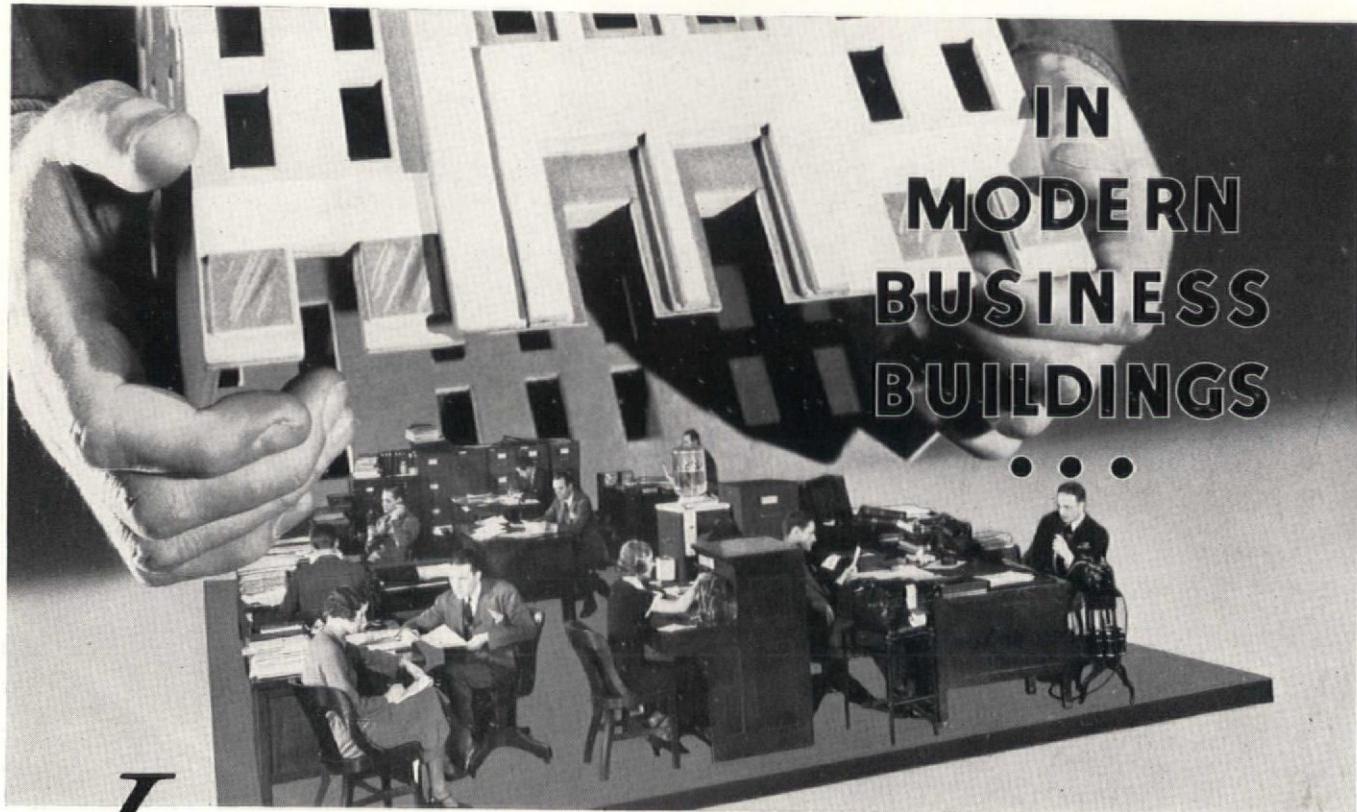
Jenkins Valves

BRONZE—IRON—STEEL SINCE 1864

JENKINS BROS., 80 White Street, New York, N. Y.
Send a copy of the Folder describing Jenkins Colored Valve Wheels.

Name Title
Company
Street City and State





IN MODERN BUSINESS BUILDINGS

It's the FLOOR that tells the Tale!

PUT the rest of the building aside for a moment . . . and let's talk about FLOORS. Nothing is more vitally important in a building. Floors are the fundamental reason for its existence. They produce all its revenue. They play a vital part in deciding whether the building shall have a long profitable life or a short one . . . for upon the floor system depends the building's ability to adequately meet the present and future electrical requirements of business and industry.

Realizing the inadequacy of present floor construction methods, the H. H. Robertson Company spent hundreds of thousands

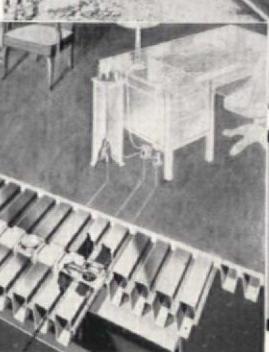
of dollars and many years of concentrated research to develop a really new and constructive idea in floor design. This new idea is called the Robertson Steel Floor System. It revolutionizes present building practices! It entirely prevents the subtle tragedy of electrical obsolescence which has overtaken so many buildings and robbed them of profitable life. It combines a stronger, more compact, lighter-weight floor with a system of protected wire raceways more comprehensive than any existing today. It provides 100% electrical flexibility without the use of a single foot

of costly under-floor ducts. For the Robertson Steel Floor is composed of parallel cellular steel beams through which electrical and other services are directly led! No matter what new uses of electricity are developed, this flooring will always amply provide for their quick and economical installation.

There are other advantages, too. The Robertson Floor System provides greater safety for workmen on the job by eliminating the need for temporary floors of dangerous loose planking, and affording a safe, solid platform upon which tradesmen may work. It speeds up building erection from 25% to 30%. It does away with most of the delays incidental to building floor forms, pouring concrete, waiting for floors to set. It reduces fire hazard. It may be used readily in any type of building from skyscraper to modest home. And its use in modernization gives complete electrical flexibility to old buildings which are still structurally sound.

Send for Bulletin

We have prepared a special bulletin upon this new development in floor construction which every architect, builder and engineer should have. It contains complete technical details which should be given close attention in your plan department. Write for your copy today.



ELIMINATED. This costly tearing up of floors, this litter of debris, which is usually necessary in most buildings when a tenant wants a new telephone or a new business machine connection, is entirely eliminated by the use of the Robertson Steel Floor System.

FLEXIBILITY. The Robertson Steel Floor permits an electrical outlet every 3 to 6 inches if desired. For a new connection it is merely necessary to pierce a beam and fish your wire to the nearest outlet . . . because every beam in the floor is really a protected wire raceway of generous capacity.

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MAY

a realistic study for the development of an actual site with
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THE ARCHITECTURAL FORUM



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"The Carey Cork-Insulated Shingles, used on my residence eight years ago, are unfaded and not a shingle has uplifted in all this time. Proof of their insulation value; the roof will retain the snow for a longer time than surrounding homes with ordinary shingles."

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"When our residence was built in 1928, we selected Carey Cork Insulated Shingles because the second floor was to accommodate Garrett's Business School. The rooms have been most comfortable the year 'round and the shingles have returned in fuel savings, many times their small additional cost."

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"In 1927, I built a two story brick house. After consulting my contractor, we decided the most practical roof would be Carey Cork insulated shingles. I have just made a close examination of the roof and I find it in perfect condition. The cork insulation makes our house very much cooler in Summer and much easier to heat in Winter."

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The performance record of Carey Cork Insulated Shingles in every section of the country, justifies architects in specifying this modern roof where limited building funds will not provide for separate roof insulation.

Carey Cork Insulated Shingles are the outstanding value in asphalt shingle roofs today because they provide home owners with—

A waterproof, weatherproof roof, approved by the Underwriter's Laboratories.

A layer of cork (3 thicknesses when applied in the usual manner) that acts as a barrier to heat and cold.

A beautiful roof in color, texture and shadow effect.

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For complete specifications see Carey Catalogs filed in Sweets.



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COMPANY

GENERAL ELECTRIC BUILDING
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GERARD SWOPE
PRESIDENT

TO COMPETITORS IN THE "HOME ELECTRIC" COMPETITION

On behalf of the General Electric Company, it gives me great pleasure to greet you and to give very sincere expression of our appreciation to the architects, designers and draftsmen who have joined us in this great effort, so largely participated in throughout the United States, to secure ideas and designs for a model home which, to as large an extent as possible, will replace human labor with electric energy.

Building, or the lack of building, leaves no man untouched, as the last few years bear witness. The small home for the average family numerically, technically and esthetically is its greatest problem.

If the present competition serves to bring that problem more clearly into the focus of those professionals who must provide its solution, we will have accomplished all we desired.

In saluting the winners selected by the distinguished and discriminating jury, I congratulate them on this outstanding recognition. I hope all those who participated and are not among the winners will have gained something from their efforts, which will result in a clearer understanding and a better solution of the problems of the people in the communities they serve.

Sincerely yours,

G.S.





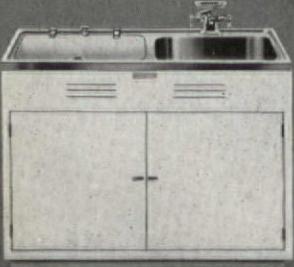
E Cleaner



E Sunlamp



E Dishwasher



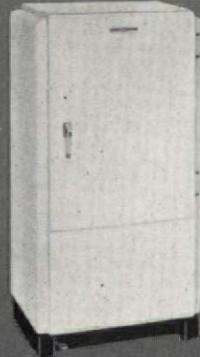
E Range



G-E Monitor Top Refrigerator



G-E Flat Top Refrigerator



GENERAL ELECTRIC IN THE HOME

In recent years General Electric Company has extended its field of operations in home appliances until today many of the services and much of the equipment upon which the American family depends carry the G-E monogram.

With its traditional engineering and research policy, all General Electric products for the home, whether wiring concealed behind the walls or the most recent developments, such as air conditioning apparatus and the electric dishwasher, have been placed on the market only after exhaustive research and tests. General Electric does its own experimenting. It has never asked the public to do it.

GENERAL  ELECTRIC

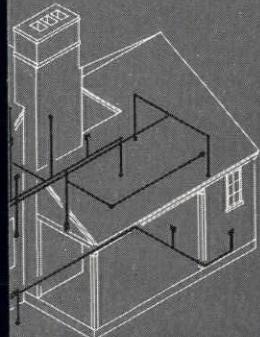


The HOME ELECTRIC COMPETITION represents a step forward in the proper utilization of these essential products. It will serve to inform fully those who create America's homes, as well as those who occupy them, regarding the maximum use these home servants provide. In turn it brings to those of us charged with the development and manufacture of these products a challenge to match with progress and precision the skill and creative genius of the American home designer.

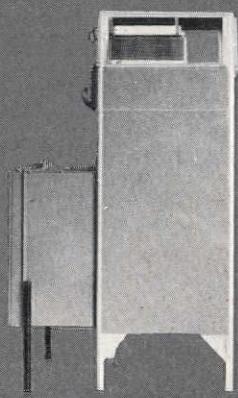
Perhaps there is no better way we can acknowledge our debt at this time than by renewing our pledge to work everlastingly and painstakingly toward a higher standard of living. To a greater extent than has ever been true before, modern living is electrical living.

VICE-PRESIDENT GENERAL ELECTRIC COMPANY

Adequate wiring and an abundance of electric outlets are prime requisites in homes for modern living.



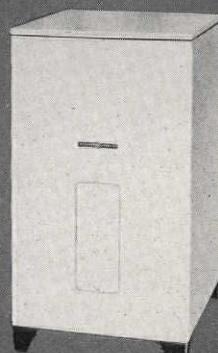
G-E Air Conditioner



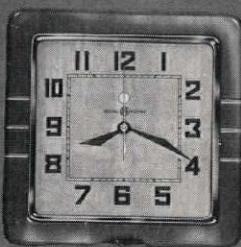
G-E Oil Furnace



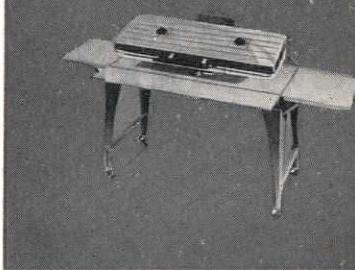
G-E Hot Water Heater



G-E Clock



G-E Flatplate Ironer



G-E Washer



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- Hotplates
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- Percolators
- Ranges
- Refrigerators
- Toasters
- Ventilating Fans
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G-E Hotpoint Iron



GENERAL ELECTRIC

**THE
ARCHITECTURAL
FORUM**

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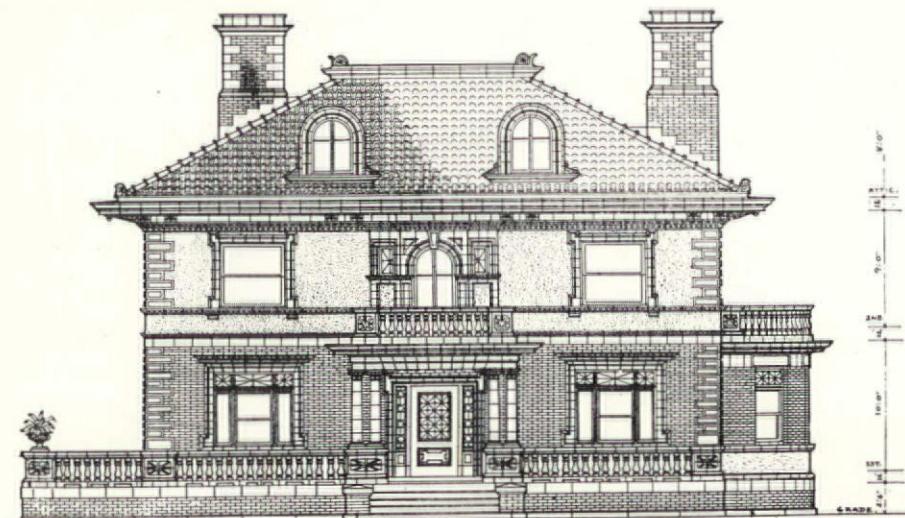
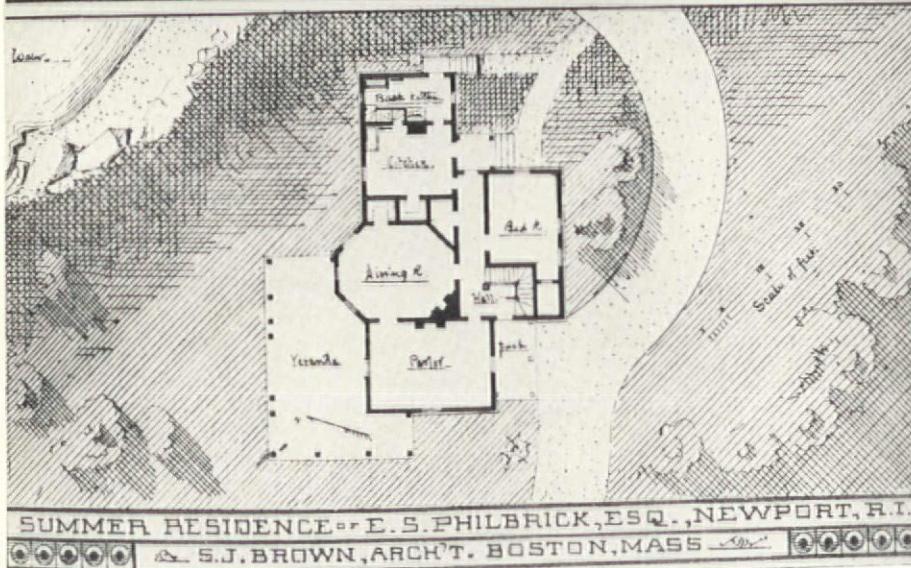
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MAX FORESTER

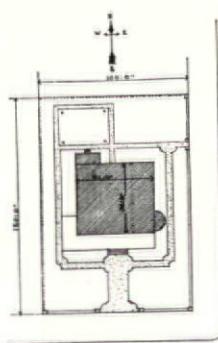
E. A. BENNETT

THE ARCHITECTURAL FORUM is published monthly by Rogers and Manson Corporation, Howard Myers, President; Roy E. Larsen, C. D. Jackson, Vice Presidents; W. W. Commons, Secretary; Charles L. Stillman, Treasurer. Publication office, 160 Maple Street, Jersey City, N. J. Executive, Editorial and Advertising Offices, 220 East 42nd Street, New York. Advertising Manager, George P. Shutt, Subscription office, 350 East 22nd Street, Chicago, Illinois. Address all editorial correspondence to 220 East 42nd Street, New York. Yearly Subscription, Payable in Advance, U. S. and Possessions, Cuba, Mexico, South America, \$7.00. Canada, \$8.00. Canadian duty 60c. Elsewhere, \$9.00. Single issues, including Reference Numbers, \$1.00. All Copies Mailed Flat. Trade Supplied by American News Company and its Branches. Copyright 1935, Rogers and Manson Corporation.

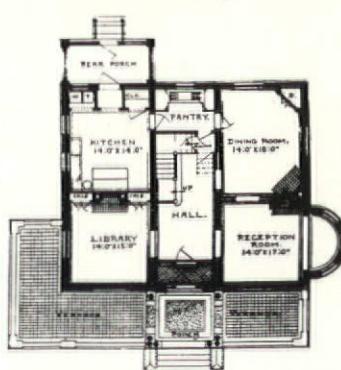
1875



SOUTH ELEVATION



PLOT PLAN



FIRST FLOOR

1875—The traditional architecture of the early days has disappeared in the Civil War and its subsequent depression. The “modern movement” is in full swing. It is to be ten years before Joseph Wells in the office of McKim, Mead & White will design the Villard houses and redirect U. S. architecture to a study of the Renaissance. Meanwhile Eastlake is the dominant influence and planning is done entirely by ear.

1905—Thirty years later, the Chicago World’s Fair has come and gone. Architecture is safely on the straight and narrow path of precedent. Palladio, Serlio and Vignola have supplanted Ruskin and Viollet-le-Duc. Our own so-called Colonial architecture is becoming the subject of study by a few. Frank Lloyd Wright is merely a crazy Westerner pursued by a personal nemesis.

1935—Another great war has come and gone. In its wake have come the consequent spiritual readjustment and depression. A new modern movement is under way. Wright in Taliesin is now an authentic prophet. Gropius, Le Corbusier, Mendelsohn, Mies van der Rohe, to name but a few, are the disciples each preaching a different interpretation of the same gospel. The following pages show the trend of small house design today in America.

1905

Illustration at top, AMERICAN ARCHITECT AND BUILDING NEWS, 1875; at left, BRICKBUILDER, November, 1905.

THE HOUSE FOR MODERN LIVING

2,040 designs keynote flexibility, open planning and leisure-giving equipment in General Electric Architectural Competition. The program in brief.

THE problem of the small home no longer consists of simply providing shelter. It used to be, but those days have gone forever. The strange part about this passing is that the architect has, in many instances, been the last person to realize it. Perhaps first (excepting always the prophets) were the manufacturers who supplied the housekeeping appliances and fixtures for the home. For years they have realized that they could only keep up with the procession by devoting all their time, energy, and spare cash, to the developing of greater ease of living. As a result they actually got way ahead of the procession.

Here and there men arose to point out that the home should not be a shelter but an environment for full living. But except in rare instances the design and construction of the small home proceeded along good old-fashioned paths.

The crash of 1929 almost wrecked the building industry. Yet out of it some good has come for by now the whole industry, with the exception of a few recalcitrants, realizes the truth. Now all are agreed that there must be a re-orientation, there must be new angles of attack. All sorts of techniques of construction have been tried and retried. It has been possible to demonstrate that great savings in cost might be made with some of them. Unfortunately in the great majority of cases these methods could not be used efficiently because the design of the house was still cast in an ancient mold.

Something was needed to stimulate an interest in the design and production of small homes that would take advantage of new methods of construction, the most up-to-date of equipment, and the newly found government support of small home financing. Again a manufacturer of appliances has led the way. Some time in the late fall of 1934 General Electric Company decided to offer the needed stimulus. It decided to hold a competition.

Sufficient reward was determined upon to attract architects of outstanding ability and national reputation. The company selected as Professional Adviser a man who was not only an architect but also had as an editor a first hand knowledge of contemporary tendencies all over the world. To prevent any possibility of the selection of designs on a basis of purely local conditions it assembled a jury of architects from the seven major geographic divisions of the U. S. Further to insure that the selections would be completely realistic it added to these seven architects an expert in child training, a domestic science expert, a general contractor, and a real estate man expert in the field of the small house. In view of the present day emphasis on electrical equipment of the home and the sponsor's natural interest in such matters the Professional Adviser was given

a trained electrical engineer to assist him in advising the Jury.

All of this naturally took time, but finally Director John F. Quinlan of GE and Kenneth K. Stowell, long-time editor of THE ARCHITECTURAL FORUM, completed their labors and were able to announce the competition's terms on January 1, 1935. From then until the last award was made on March 23 the subject of small house design occupied the minds of several thousand architects all over the U. S.

It is safe to say that the result of this interest will be far-reaching. Not only the 2,040 who finally submitted drawings will have been affected. All their associates will have argued back and forth over the designs. Thousands of others will have studied the problem before giving up. As a whole the architectural profession has thought about small houses for over two months to the almost complete exclusion of anything else.

The designs selected by the Jury as the best and presented herewith do not tell the whole story. That will not be entirely evident until some of the houses designed have been built. The only conclusive test of a principle is application.

Since the initial basis of all the discussion was the competition program itself this should be studied in some degree before attempting to evaluate the prize-winning designs. The chief characteristic of this program is its emphasis upon the personalities of the Bliss family for whom the house is to be designed. Instead of reciting, as have so many programs of the past, a list of the rooms to be provided (leaving the family to be described as a man and his wife with two children) Mr. and Mrs. Bliss emerge as real people.

"Mr. Bliss," to quote the program, "is a young and energetic engineer of thirty-two. While he has an analytical and pragmatic turn of mind, his interests are broad and his activities many. Whenever opportunity offers, he enjoys tennis and golf, and occasionally takes a week hunting or fishing. Evenings not spent in working up sketches of his inventions or puzzling over the problems of the day are spent enjoying a book, or a quiet game of bridge with his neighbors. On occasion, also, there are parties and celebrations which tax the facilities of the house to the utmost."

Mrs. Bliss is "educated at the same university as her husband, has specialized in home economics and child training. She does her own housework for two good reasons: first, financial circumstances preclude an all-time maid; second, she actually enjoys the work."

This description of a couple is certainly near enough to a description of a vast number of similar couples to assure

that the house designed for them will be a reasonably typical solution of the small home problem. They have a son of four who is the main reason for their residence in the suburban type of community. This also is a typical situation.

More particular description, less typical of general conditions, perhaps, but vital to the production of a really efficient house, says of Mr. Bliss that "he is one of those neat, methodical men. He likes to have a place for everything (even the card tables and Junior's galoshes), and everything in its place — and that place not too far off to be handy. He believes that the equipment, furniture, closets and even the rooms themselves have a definite 'use sequence' as Mr. B. puts it in his own technical lingo. His hobby is making small models of his inventions and handy objects for the house. He shares with the whole family the enjoyment of out-of-door living and games."

Mrs. Bliss is also made more real: "She insists on doing the housework efficiently by using the best labor and time-saving equipment. Electricity is her servant. By properly planning her work, she has time to devote to the child and for social contacts with her friends. She has a woman's intuitive perception and appreciation of fine design, without style prejudices."

As for the child since he is only four years old and described as a "typical boy" we may assume certain things regarding him with a reasonable degree of accuracy.

To ensure that no mere regional prejudice may rob Mr. and Mrs. Bliss and their son of the comfort that should be theirs the competitors were asked to design a house for either a Northern or a Southern climate. The difference between these was indicated by extremes of temperature. The Northern limits were given as mean temperature for January, 30 degrees, July, 75 degrees, with a high of 100 degrees and a low of -10. Mean annual rainfall was stated to be 40 inches.

Against this the Southern house was to be considered as in a section in which the climatic characteristics were January, mean 42, July 80. The highest temperature was given as 105, the lowest as 5. Mean annual precipitation was stated to be 30 inches.

Times change. So do families. Mr. and Mrs. Bliss have got another child. This time a girl who at the time the problem is posed is aged nine. Simple arithmetic shows that Son George is now fourteen, in high school and about to

assume, if he has not already, his first pair of long trousers. Mr. Bliss has sold his first house, and is about to build another with the aid of the FHA. Mrs. Bliss is older but she has lost none of her "skill as a housewife." Greater affluence, however, enables her to devote "larger amounts of time to the women's club and various social activities. She now has a maid who will live in the new house. Two cars must be provided for in the garage, as Mr. Bliss uses his car to drive to the office and back, and the other car is necessary because the school and shopping center are some distance from the house." The time is still, however, the present. The thermometer and the rain meter still register the same highs and lows.

In order to assure the absolute practicality of the plan the program called for more *plan* and less perspective than has ever been the case in a national competition. Drawings were called for on a single sheet 30"x40". Plans were to be at the scale of $\frac{1}{4}$ " equal 1'-0". Perspectives on the other hand were to be at $\frac{1}{8}$ " equals 1'-0", thus reversing the usual procedure. Furthermore it was a condition of the program that all furniture was to be shown as well as all heating, plumbing, and electrical equipment and all outlets and switches. Since the relation of the house to the points of the compass is as important if not more important than the plan of the house itself a plot plan was required at a scale of $\frac{1}{8}$ " equals 1'-0".

The perspective projection of any one of three rooms, basement play room, kitchen or laundry, each with full equipment, was the final requirement.

The 100 schemes reproduced herewith show what the architects of the U. S. have done with such a problem. There is not a single drawing here that is not worthy of the most careful study. There are some that have details that may be subject to question. Others are perhaps some years ahead of popular acceptance. Any person, however, who has realized all the implications of both the fundamental idea and the detailed expression of that idea in these designs can never again plead ignorance of the best thought on the subject.

Architects and laymen of the U. S. alike will await with interest the empirical proof of the validity of the conclusions drawn. Then the value of the General Electric Company's effort will be really appreciated as a major attempt to set the design of the small house upon a sound basis.



THE BLISS FAMILY FOR WHOM THE HOUSES WERE DESIGNED





General Electric Chairman Owen D. Young, greets the distinguished jury. (Left to right—members of the jury in **bold type**) **Mr. A. Roy Kelley**; Mr. Henry W. Richardson, Electrical Engineering Consultant; **Mr. Harold D. Hynds**, Engineer and Contractor; Mr. Kenneth K. Stowell, Professional Adviser; **Mr. Charles T. Ingham**; M. T. K. Quinn, V. P. General Electric Co.; Jury Chairman, **Ralph T. Walker**; **Mr. Franklin O. Adams**; Mr. Young; John F. Quinlan, Manager, Architectural Competition; **Miss Katherine Fisher**, Domestic Science Expert; **Professor Charles W. Killam**; **Mr. Eliel P. Saarinen**; **Mr. Ernest A. Grunsfeld, Jr.**; **Mr. Hugh Potter**, Realtor. **Dr. Grace Langdon**, Child Training Expert was not present when this photograph was made.

THE REPORT OF THE JURY

THE MEMBERS OF THE JURY HAVE RETURNED TO THEIR HOME COMMUNITIES. AS SOON AS THEY HAVE HAD AN OPPORTUNITY TO TRANSMIT THEIR COMMENTS TO MR. RALPH WALKER, THE CHAIRMAN, THE FINAL REPORT WILL BE COMPLETED. IT IS HOPED TO PUBLISH THIS IN THE NEXT ISSUE OF THE ARCHITECTURAL FORUM

Comments which appear with each competitor's design are in no case those of the jury. Where quotation marks are used the statements were submitted by the competitor. All other comments are those of the Architectural Forum editorial staff.

COMPETITION WEEK



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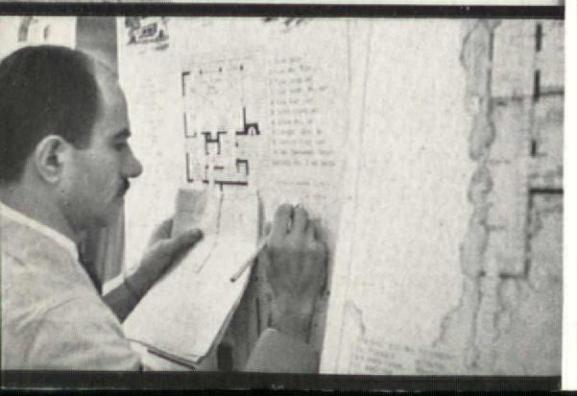
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. . . brings 2,040 drawings and 11 judges to New York for the longest jury session ever held. Assurance that the competition's effect did not end with the closing dinner.

FIFTEEN divisions of five different U. S. agencies share a common purpose — uplift of the nation's housing level. Seven of the fifteen are concentrating on the re-fabrication of the home mortgage structure; three seek physical improvement through repairs and remodeling; and five attack the problem directly by actual construction of better living quarters. No problem — bonus, foreign relations, or the plight of the farmer — is so constantly in the mind of the President himself.

Surprisingly few of the Administration's activities so far could be interpreted, even by Republicans, as a "shot in the arm" to the home building industry. Most are concerned with fundamentals, and as a result the expected improvement has been slower in coming than most had hoped for. Now, however, the broad base of housing is firm. It is time to build.

The Department of Commerce's Real Property Inventory confirmed what many economists had guessed — that adequate shelter is unavailable to at least 2,000,000 families in the U. S. Nevertheless, even such incontrovertible evidence of a shortage does not signify a similar demand. Demand is far from being synonymous with need, and until other factors — rising rents, rising selling prices of existing homes particularly — collaborate to produce a demand, even dire need for new home units will not lead to the construction of a single house. Rents *are* rising, and prices of existing homes *have* gone up and the industry is now reaching a point where it costs little more to build than to buy.

Realizing the arrival of this combination of circumstances the U. S. Government is ready to push even harder for the speeding of activity. Washington officials are known to think that if home building is not stimulated to a satisfactory degree by the first of June, the Government will take steps to produce it — either through subsidies to builders, or through direct lending to home owners.

Like the Government, the home building industry has

1. In crates, in burlap sacks, in heavy wrapping paper, the drawings came from every State, from every major city, to be 2 recorded, numbered, and piled on trucks to await the coming of the 3. 4. Four refuse wagons carried away the debris to clear the two floors reserved for the judgment. 5-6. Harris Hartman and Architect Dean Axline, commanding the crew of twelve which lent physical assistance to the jury, grouped each according to class, while competent draftsmen 5-6 checked each entry for cubage to see that competition limits were preserved.

been waiting for something to touch off the fuse. Some looked for prefabrication to turn the trick, but the latest reports from that field indicate that none of the projects is very far outside the laboratory, that it will be another year at least before prefabrication is ready to make a serious bid for business.

And now it seems likely that the search for a dramatic event in home building is over—that if the industry is ready to go, the General Electric Home Competition will supply the spark. For never before has such nationwide interest been displayed in the outcome of a competition, not alone by the contestants and the sponsors, but by the housing agencies of the Government, by other manufacturers, contractors, realtors. It has already outgrown the narrow confines of just another contest for prizes. Coupled with the proposed building program, involving the construction of 400 of the prize-winning houses, it is a crystallization of the sentiment of the entire industry that building is on its way.

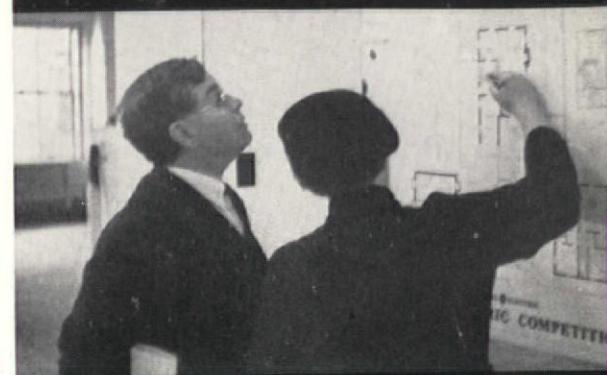
Something of the same significance must have been appreciated by the architectural competitors, for no sooner had the program been released on January 2 than entries bulged the General Electric Company's mail-bags—1,000 the first week, 3,000 the second, and 7,000 the third, and stopping just short of 10,000 a week or so before the competition closed.

To direct the competition, the company called in John Francis Quinlan, who three years ago staged the electric industry's Golden Jubilee of Light to signify the 50th anniversary of Edison's invention of the incandescent lamp. As professional adviser, Kenneth Kingsley Stowell, long the editor of *THE ARCHITECTURAL FORUM*, and onetime professor of design at Georgia Tech, was retained.

True to competition practice scarcely a dozen entries had been received at the General Electric Building a few days before the closing date. The day before the closing, there were 600. All day long on the final day, expressmen, telegraph agency boys, architectural office boys, and in some cases, the heads of the firms themselves trooped into the building with their hopefuls. And for a week after the last night, drawings crated and shipped from all over the country kept pouring in. When the last one had been unwrapped and numbered, the grand total was 2,040. They were, in truth, the largest collection of home designs ever assembled, and in the opinion of many who passed in and out of the two floors of the building where they were hung, the finest collection as well.

In contrast with the usual custom, Adviser Stowell refrained from making known the names of the judges until the contest had ended. Then he disclosed the list of eleven

1. Adviser Stowell and Engineer Richardson, consultants to the jury, make a last minute check before the judging begins.
2. GOOD HOUSEKEEPING'S director Fisher points out a kitchen flaw to Harvard's Dean Killam, and 3 enjoys a sally from Chairman Walker in the center.
4. The consideration gets more serious as Miss Fisher, between Ralph Walker and Eliel Saarinen, hears an explanation of basic planning from the Sage of Cranbrook.
5. Chicago's Ernest Grunsfeld expresses a strong preference to a group of his fellow jurors, and 6 Miss Fisher studies a plan uninfluenced by male argument.





names, comprising as distinguished a Jury as ever met to ponder the merits of competing schemes. Chairmanning the eleven was the most frequent jury server in the profession, Ralph Thomas Walker, short, stocky president of the A.I.A.'s New York Chapter, and known to the rest of the profession for his telephone buildings, and his refusal to wear a hat even in sub-zero weather. From California came H. Roy Kelley, veteran competition winner, who flew East with Cinemactor Clark Gable, and found himself the center of admiring throngs of women on every stop from Los Angeles to New York.

The Middle West was represented by PWA'S housing expert Ernest Grunsfeld, Jr., architect of the Adler Planetarium and of the famed Lumber House at the World's Fair. Eliel Saarinen, Finnish-American genius who vaulted into American fame through his second-place entry in the \$50,000 Chicago *Tribune* competition, represented Detroit. From New England came Dean Charles Killam of Harvard's School of Architecture, an open-minded apostle of conservative architecture. Tampa's Franklin O. Adams, an A. I. A. Fellow, and the architect for many dozens of residential and public buildings in Florida, represented the South.

Charles T. Ingham, of Pittsburgh, newly appointed secretary of the A. I. A., represented the profession at large, and as the architect for Chatham Village the best of taste in general.

Real estate was ably represented by the staunchest friend of the architectural profession in the land development business, Houston's Hugh Potter, last year's president of the National Association of Real Estate Boards, and developer of peerless River Oaks. Two of the nation's best known women, Katherine Fisher, director of the Good Housekeeping Institute and Dr. Grace Langdon, child expert from Columbia, contributed the women's angle. The construction industry was represented by Harold D. Hynds, expert for the Subsistence Homestead Division of the Interior Department, and a builder of many years' standing. To pass on electrical equipment, the company chose one of the ablest engineers in the U. S., Henry F. Richardson of the firm of Meyer, Strong & Jones.

Had one well acquainted with the work and sympathies of each felt inclined to measure up the jury as to possible preferences, he would have counted something like this:

Walker, strong modern; Killam, generally conservative; Kelley, modern leanings; Saarinen, strong modern; Grunsfeld, strong modern; Adams, conservative; Ingham, conservative; Potter, conservative but open to suggestions; Fisher, unknown; Langdon, unknown; Hynds, unknown.

After a two-hour session of program explanation, and general airing of views, the jurors set to work for their first

1. Eliel Saarinen in a solo tour around the mile of drawings.
2. Engineer Richardson, Ralph Walker, Ernest Grunsfeld and Dean Killam find one worth serious attention.
3. Chairman Walker gets a ruling on a technical point from Kenneth Stowell, while
4. Florida's Franklin Adams explains to the Dean how they would have done it in the South.
5. Dr. Grace Langdon checks the provisions for the Bliss children while Saarinen and Roy Kelley look on.
6. A pause in the day's judging with Saarinen, Killam and Grunsfeld seated, and Subsistence Homestead expert Harold Hynds and Adviser Stowell in the background.

inspection of the entries, suspended from wires on the second and seventh floors of the GE Building. Of the 2,040, approximately 1,000 were entered in Class A; five hundred in Class B; four hundred in C, and two hundred in D. An unofficial estimate of the character of the design revealed a heavy preponderance of modern design. Strict adherence to authentic traditional design was almost absent.

For four mornings and four afternoons, the jury deliberated, eliminating all but 50 in Class A, 25 in Class B, 25 in Class C, and about 20 in Class D. The last day was given over to the final selection of the prizes and mentions. Just before the final, on a last tour to see that nothing had been overlooked, one of the jurors discovered an entry he considered better than any still in. Hauled down from its obscurity, it was set up in the judging ring. For hours the other members pored over it, comparing it with those tentatively selected — and when the final vote was taken, it was given one of the major awards.

When the sealed envelopes were stripped from the backs, the majority of the names were unknown to any of the jurors. One familiar to everyone was J. André Fouilhoux, partner of the late Raymond Hood, who with Don E. Hatch had received first prize in Class C. On the back of his drawing the genial Fouilhoux had inscribed "*Labor improbus omnia vincit*," which the learned Dean translated "Labor unending conquers everything."

Familiar names to most of the jurors was Harrie T. Lindberg with two mentions, Richard Neutra with a third prize, and Harvey Stevenson, with a mention; the brilliant Russian artist Oltar-Jevsky was listed among the mentions, as was the frequent competition winner from Cleveland, Don Nelson.

Though the competition is over, its effect has only begun to be felt. Scheduled events in connection with the drawings include: display of the winning drawings at various Federal Housing meetings. Model reproductions are to be shown at a luncheon in Washington presided over by Mrs. Franklin D. Roosevelt, and are then to be dispatched to scattered cities throughout the U. S. First showing of the drawings will be on the second and seventh floors of the General Electric Building, 570 Lexington Ave., New York, 9 to 5 daily, except Saturday and Sunday. The exhibition closes April 15.

But more important to the stimulation of building than any other event is the contemplated building program. The General Electric Company proposes to cooperate with real estate developers in the building of model houses in scores of cities and towns, with a possibility that 400 in all will be erected.

1. The last day of judgment finds Messrs. Grunsfeld and Saarinen in complete agreement, but 2 apparently the former is having a more difficult time convincing Dean Killam and Houston's Hugh Potter who have their heads together while the women jurors listen.
3. Final selections. With the judging over, Mrs. Raymond Hood 4 congratulates Don Hatch, a protégée of her late husband, who with André Fouilhoux, won a first prize.
5. Celebrants at the closing dinner, Mrs. T. K. Quinn, Judge and Mrs. C. W. Appleton and Howell H. Barnes, Jr., while facing the camera in 6 are Director Quinlan, Mrs. Hynds, Mrs. Stowell, FHA's Ward M. Canaday, C. E. Stewart, Mrs. Quinlan, Adviser Stowell, Dr. Grace Langdon and W. H. Lubold.



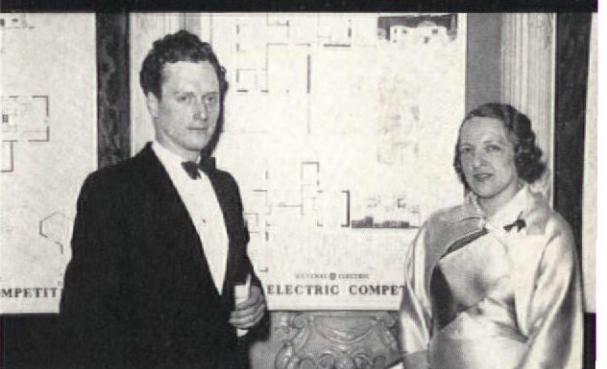
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GRAND PRIZES

ONE THOUSAND DOLLARS IN ADDITION TO FIRST PRIZE FOR BEST SMALL HOUSE IN CLASSES **A** AND **B** AND BEST MEDIUM HOUSE IN CLASSES **C** AND **D**. TWO AWARDS TOTALING TWO THOUSAND FIVE HUNDRED DOLLARS EACH.

BEST IN
CLASSES

A-B

HAYS AND SIMPSON, CLEVELAND, OHIO

BEST IN
CLASSES

C-D

PAUL SCHWEIKHER AND THEODORE WARREN LAMB, CHICAGO, ILLINOIS

FIRST PRIZES

ONE THOUSAND FIVE HUNDRED DOLLARS EACH

CLASS

A

STEPHEN J. ALLING,
NEW YORK, N. Y.

CLASS

C

J. ANDRÉ FOUILHOUX · DON E. HATCH ASSOCIATED,
NEW YORK, N. Y.

CLASS

B

HAYS AND SIMPSON,
CLEVELAND, OHIO

CLASS

D

PAUL SCHWEIKHER AND THEODORE WARREN LAMB,
CHICAGO, ILLINOIS

THE COMPETITION

WAS IN REALITY FOUR SIMULTANEOUS COMPETITIONS—TWO FOR SMALL HOMES OF 20,000 CUBIC FEET (ONE NORTHERN DESIGNATED AS CLASS **A**, ONE SOUTHERN DESIGNATED AS CLASS **B**), AND TWO FOR HOMES OF 35,000 CUBIC FEET (ONE NORTHERN DESIGNATED AS CLASS **C** AND ONE SOUTHERN DESIGNATED AS CLASS **D**).

GRAND PRIZE

CLASS A-B

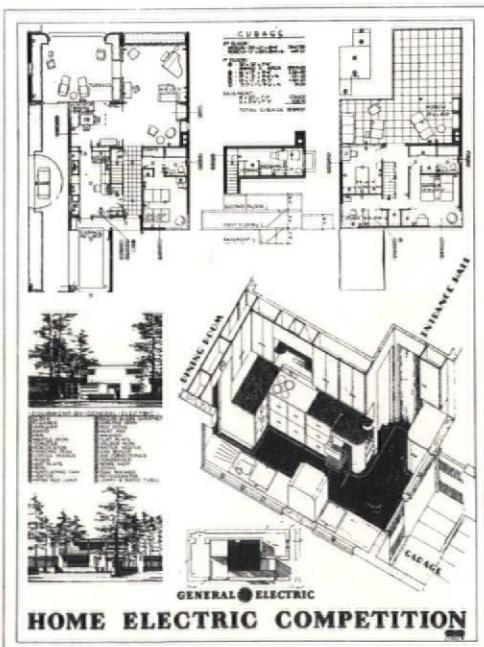
HAYS and SIMPSON, CLEVELAND

COMMENT BY THE COMPETITORS

As befits its Southern location this house makes possible through its plan, construction and details a maximum of outdoor living. Terraces, porches and play yards are logically incorporated so that they become integral units in the design. The garage is placed on the front of the house, cutting driveway costs to a minimum, permits easy accessibility to the street and allows a full utilization of the lot for lawn and garden instead of the usual sacrifice to driveway and turning apron. The east wall of the garage is opened, providing, besides economy o' shelter, easy circulation from service and play yard to the combined laundry-kitchen. An electric range, dishwasher, refrigerator and accessories complete the more usual modern kitchen equipment. Added to this and placed either side of the garage entrance are an electric washer and ironer, set beside a laundry tub, and all incorporated into regular kitchen construction of standard shelf height. The basement has been reduced to a minimum for heating and storage.

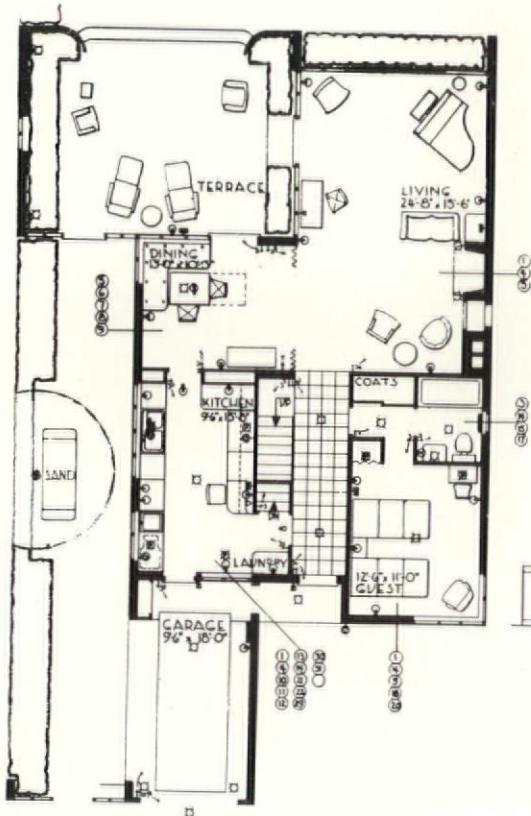
The guest room is located on the first floor, its adjacent bath serving the double function of the first floor lavatory. Large, flexible living room and dining room are placed on the rear, a fireplace on the west wall and a provision for dividing the rooms by curtains when desired. Both rooms have access to a terrace, covered with trellis or awnings, which invites outdoor dining, reading and relaxation.

The owner's room and his study-workshop occupy the front portion of the second floor with the son's room to the rear. The second floor bath finds economical placement directly over that below. A large second floor porch opens from the hall, ideal for sleeping or with its open fireplace as an outdoor living room.



SHEET SUBMITTED BY HAYS AND SIMPSON,
CLEVELAND, OHIO

GRAND PRIZE CLASSES A-B



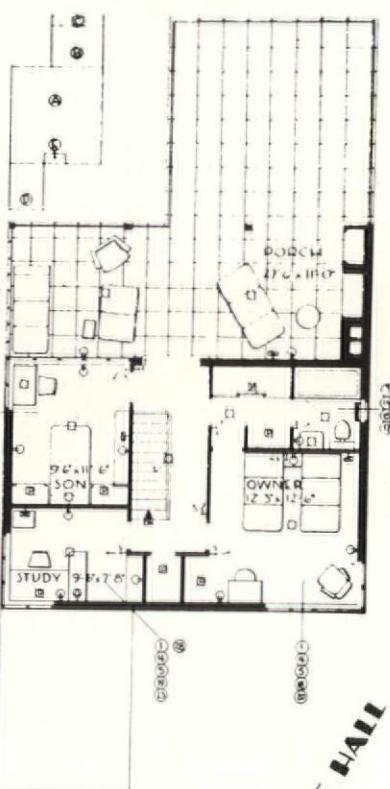
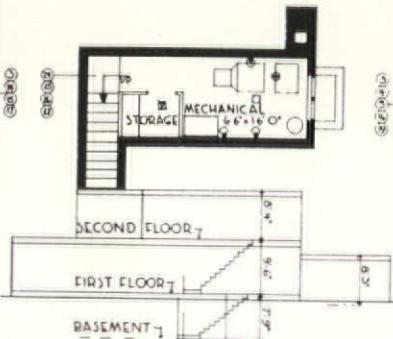
CUBAGE

2nd FLOOR:
HOUSE-30' x 21' x 8'-4" 5247.90
PORCH-11' x 30' x 8'-4" 667.22

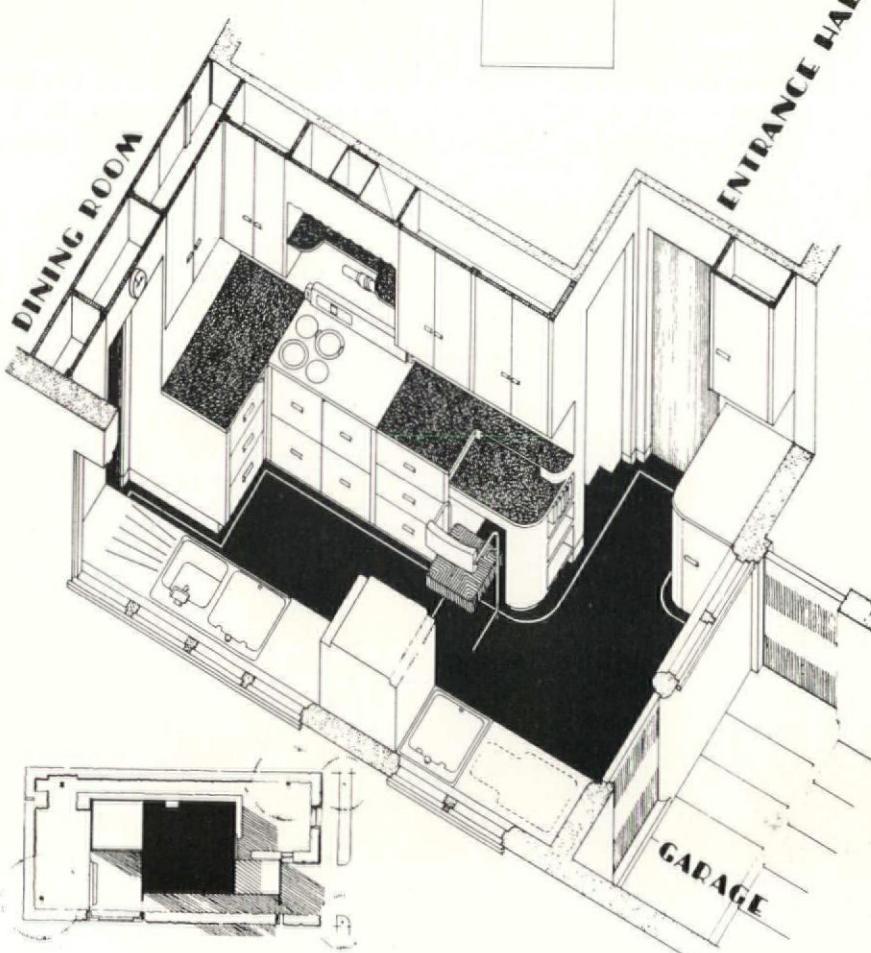
1st FLOOR:
① - 30' x 32' x 9'-6"
MINUS E. AREA 5904.00
② - 14' x 17' x 9'-6" 2241.00
③ - 17' x 31' x 9'-6" x 1/2 1211.00
④ - 15' x 11' x 8'-3" 1341.25
⑤ - 3'-3" x 7' x 9'-6" x 1/2 34.00

BASEMENT:
8' x 20' x 7'-9" 12400.00
4' x 3'-6" x 7'-9" 108.90

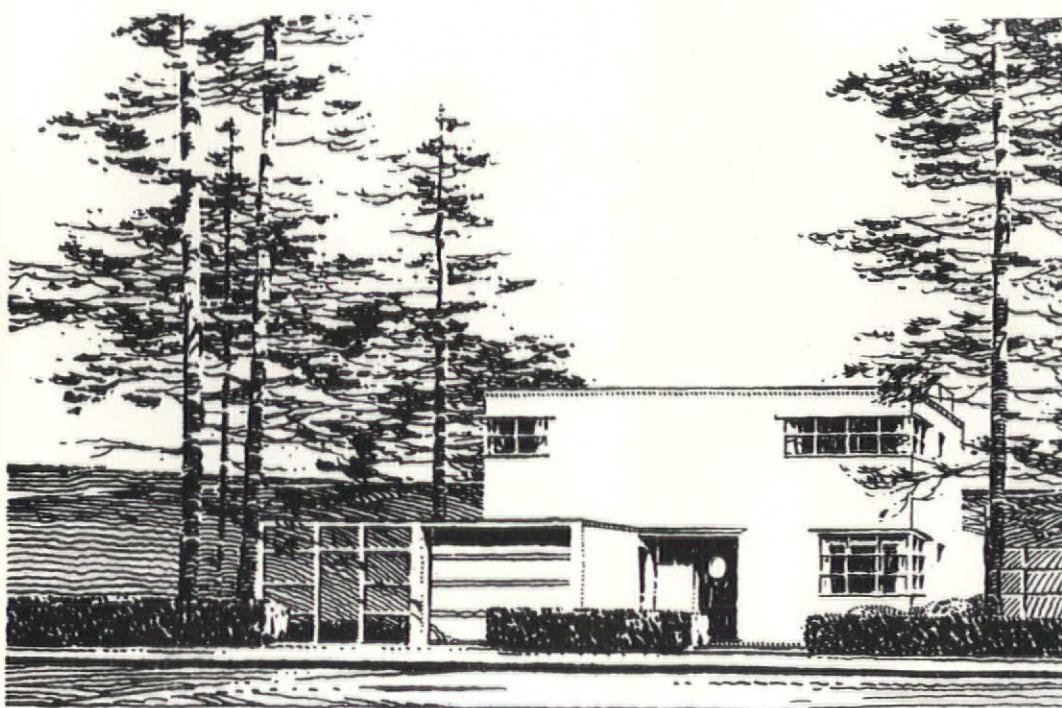
TOTAL CUBAGE 19964.97



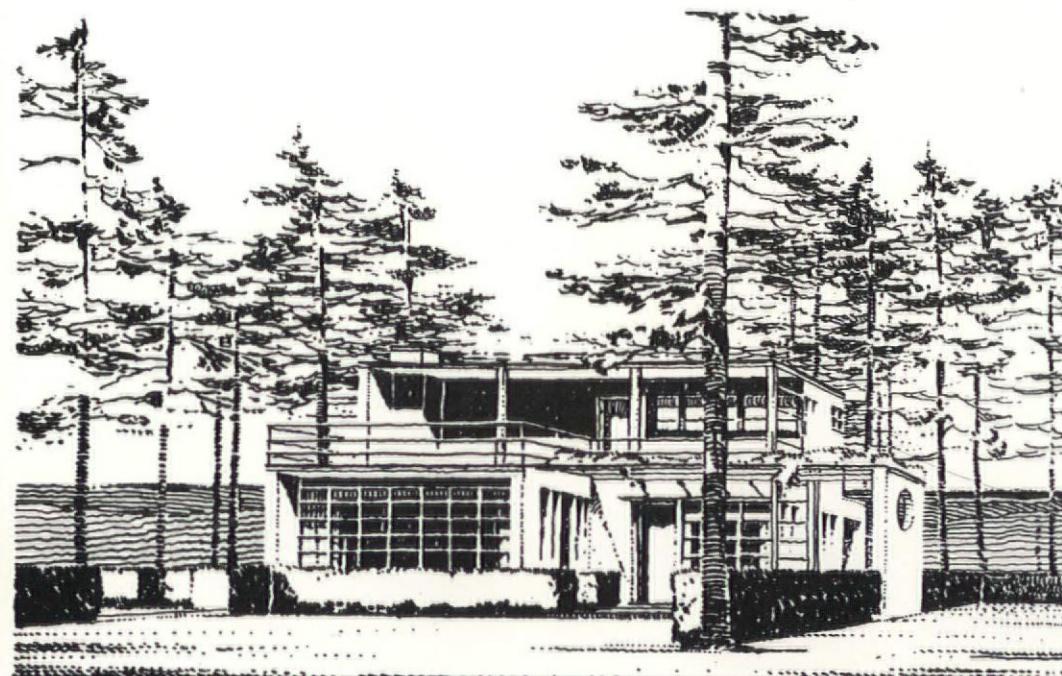
• EQUIPMENT BY GENERAL ELECTRIC •	
① CLOCK	⑥ RAZOR BLADE SHARPENER
② CLEANER	⑦ CURLING IRON
③ SUNLAMP	⑧ DISC STOVE
④ FAN	⑨ HEAT PAD
⑤ WIRELESS IRON	⑩ WASHER
⑥ TOASTER	⑪ FLAT PLATE
⑦ PERCOLATOR	⑫ SOLDER IRON
⑧ CHAFING DISH	⑬ WATER COOLER
⑨ COFFEE MAKER	⑭ GAS BOILER
⑩ MIXER	⑮ AIR CONDITIONER
⑪ HOT PLATE	⑯ CONDENSER
⑫ VENTILATING FAN	⑰ WORK SHOP
⑬ HEATER	⑱ STOVE
⑭ INFRA-RED LAMP	⑲ DISH WASHER
	⑳ REFRIGERATOR
	㉑ LAMPS & RADIO TUBES



HAYS and SIMPSON, CLEVELAND



NORTH VIEW



SOUTH VIEW



Dan E. Snow

HAYS and SIMPSON, CLEVELAND

CONTRARY to the tradition of partnerships, John Byers Hays and Russell Simpson are friends inside and outside the office. Both are forty-four, both are married, live on neighboring streets, are equally slender, bespectacled, witty, and enthusiastic about the future of modern architecture. Like all but the striplings in architectural practice, they were trained in tradition, but there is no voice in Cleveland more persistent than theirs in praise of the virtues of modern architecture for homes.

Hays was born in Sewickley, Pennsylvania, and received his master's degree in architecture from Carnegie Tech in 1914. The inevitable sojourn in Europe over, he returned to work in New York under the inspiring guidance of Harry T. Lindeberg. After 19 months as an army engineer in France, he went to Cleveland to work with the famed firm of Walker & Weeks. During the fourteen years he was with the firm, easily the largest in Cleveland, his hand was in on almost every large public and semi-public building in the city. His partnership with Simpson, also a Walker & Weeks alumnus, was formed three years ago when it was just as profitable to work for oneself as to work for no one at all.

It was at Carnegie Tech that Hays and Simpson met, for the latter was graduated from the Pittsburgh institution in 1916. Simpson was born in Lima, Ohio, and like Hays, after his collegiate architectural education had been completed, he served for the duration of the war with the engineering corps. Henry Hornbostel of Pittsburgh, mentor of more than one prominent U.S. architect, was his first employer, and while there he won the Stewardson Traveling Fellowship offered by the University of Pennsylvania.

A summons from Hays took him to Cleveland and into the office of Walker & Weeks. While there their principal design collaborations were the Indiana War Memorial and the Mellon Institute for Benno Janssen in Pittsburgh.

Although their partnership has not yet experienced a normal construction year, they have already established themselves as a vigorous firm in Ohio. The PWA Housing Project No. 4 for Cleveland will be of their authorship.

GRAND PRIZE

CLASSES C - D

**PAUL SCHWEIKHER and
THEODORE WARREN LAMB, CHICAGO**

COMMENT BY THE COMPETITORS

THIS Southern home designed for outdoor living. Interiors interlocked with gardens affording complete space inter-penetration.

Interior floors flow in unbroken continuity to inviting gardens beyond.

Each room for living has its own secluded garden or deck. Entire walls of sliding glass panels, Japanese style, open into gardens. The solid material thus displaced becomes a garden wall insuring privacy from neighbors.

Floors of gardens nearest rooms all paved in tile, only two inches lower than interior. Roof extends three feet over windows thus extending the shelter of the interior to a portion of the exterior.

Translucent glass used in baths and maid's room where greater privacy is desired.

Service portion all oriented east toward its own court

Kitchen accessible to front door and to laundry. Natural light from two sides. Artificial light by indirect cove lighting. U-shaped arrangement of equipment. South wall of glass blocks, brings south light without heat while insuring privacy of dining terrace.

Play deck over entire living room, covered for protection from heat. Directly accessible from hall.

Son at age demanding independence has separate suite opening directly on play terrace.

Daughter, a child, placed near parents

Laundry—excellent natural light by Luxfer Prisms over areas. Closets of the wardrobe type are large, accessible, orderly. One section of each in bedroom is fitted with trays.

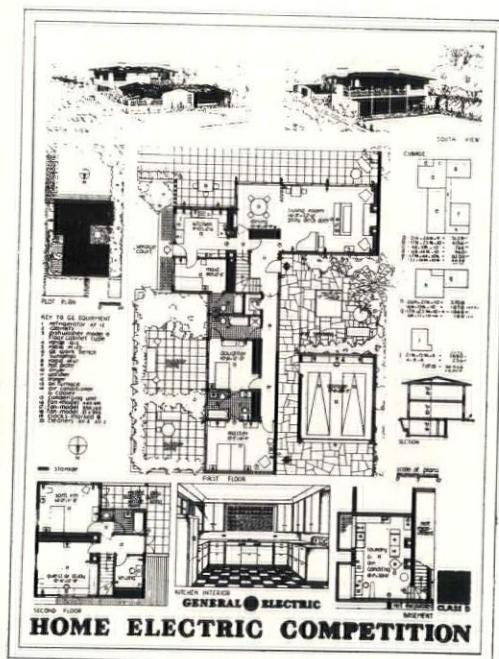
Walls — footing to grade, concrete (waterproofed); grade to roof, cinder block, stuccoed. Non-inflammable insulation sprayed on inside of walls, plaster finish.

Floors — basement, concrete (waterproofed), linoleum finish; first and second floors, tile on concrete. Linoleum finish in the kitchen. Play deck, tile on concrete.

Roof — flat tile shingles — non-inflammable insulation throughout.

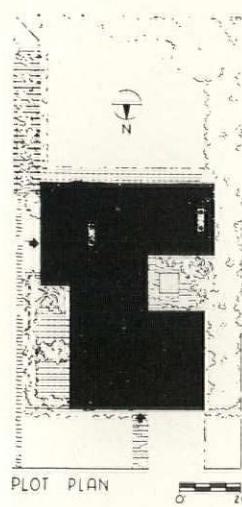
Air conditioning—year round GE control. Toilets and kitchen, not conditioned, heated by fin type concealed

radiation.



SHEET SUBMITTED BY PAUL SCHWEIKHER
AND THEODORE WARREN LAMB, CHICAGO

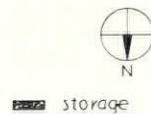
GRAND PRIZE CLASSES C-D



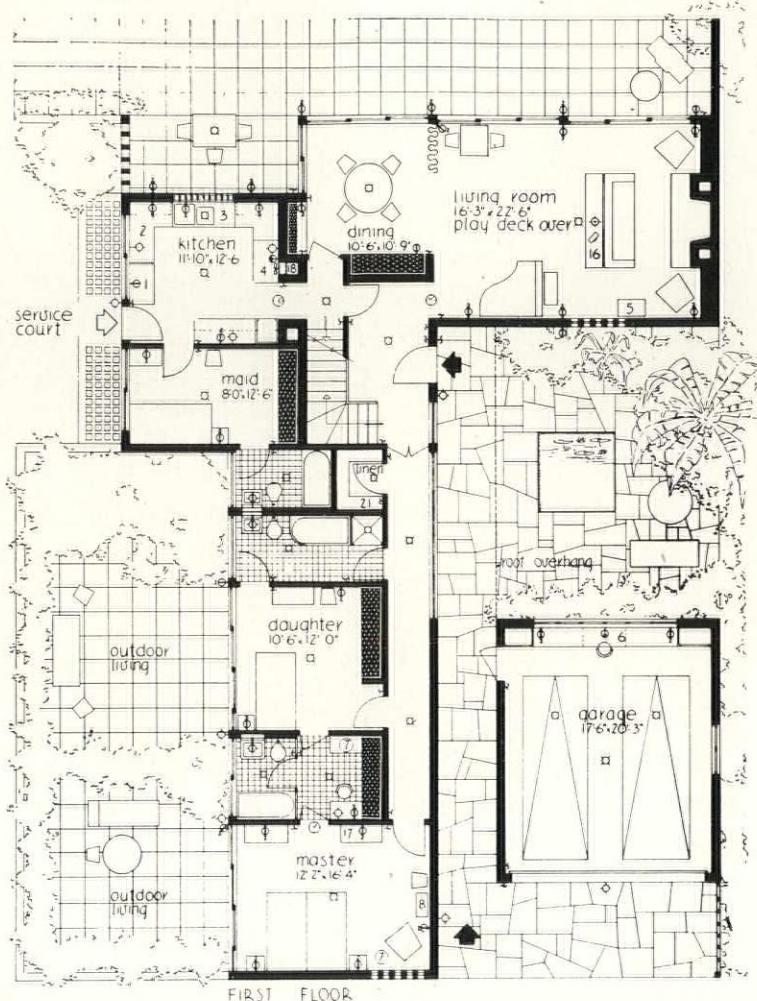
PLOT PLAN

KEY TO GE EQUIPMENT

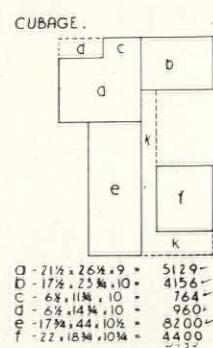
- 1 refrigerator - KF-12
- 2 cabinets
- 3 dishwasher model-D
- 4 floor cabinet type
- 5 range - G12
- 6 radio - M125
- 7 sunlamps
- 8 radio - M67
- 9 hot plate
- 10 dryer
- 11 washer
- 12 ironer
- 13 oil furnace
- 14 air conditioner
- 15 cooler
- 16 condensing unit
- 17 fan-model 44X49I
- 18 fan-model 55X165
- 19 fan-model 51X95
- 20 cleaners - AV-4 AV-2



storage

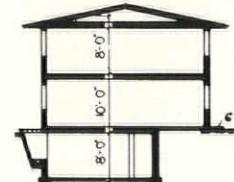


FIRST FLOOR



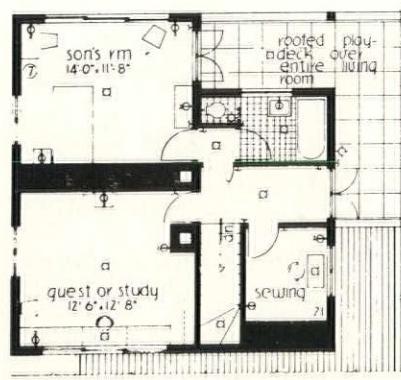
h - 26 1/2 x 21 1/2 x 10 = 5700
- 6 1/2 x 15 1/2 x 10 = 1010 -
g - 17 1/2 x 23 3/4 x 10 - 4 = 1040 -
6 1/2 x 11 x 10 + 4 = 160 -

j - 21 1/4 x 15 1/4 x 8 = 2680 -
4 x 8 x 8 = 256 -
total = 34,466
34,920

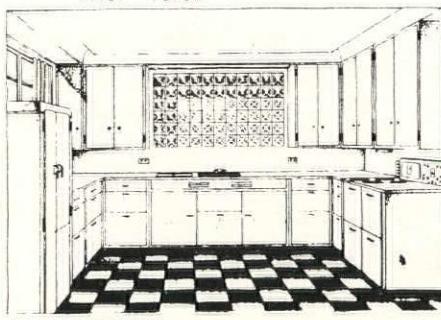


SECTION

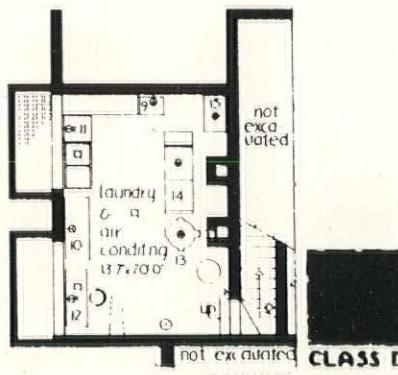
scale of plans
0 5 10



SECOND FLOOR



KITCHEN INTERIOR

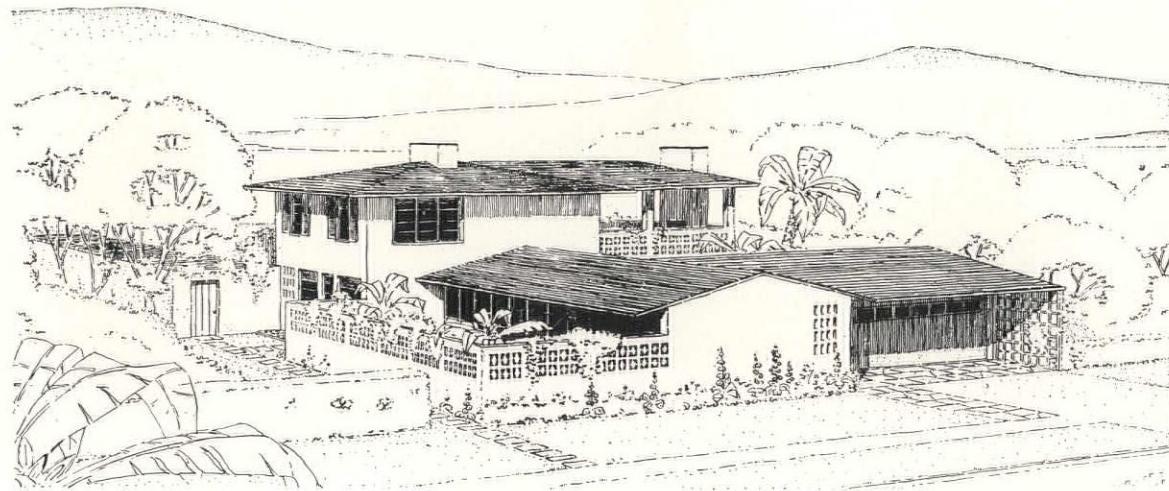


not excavated

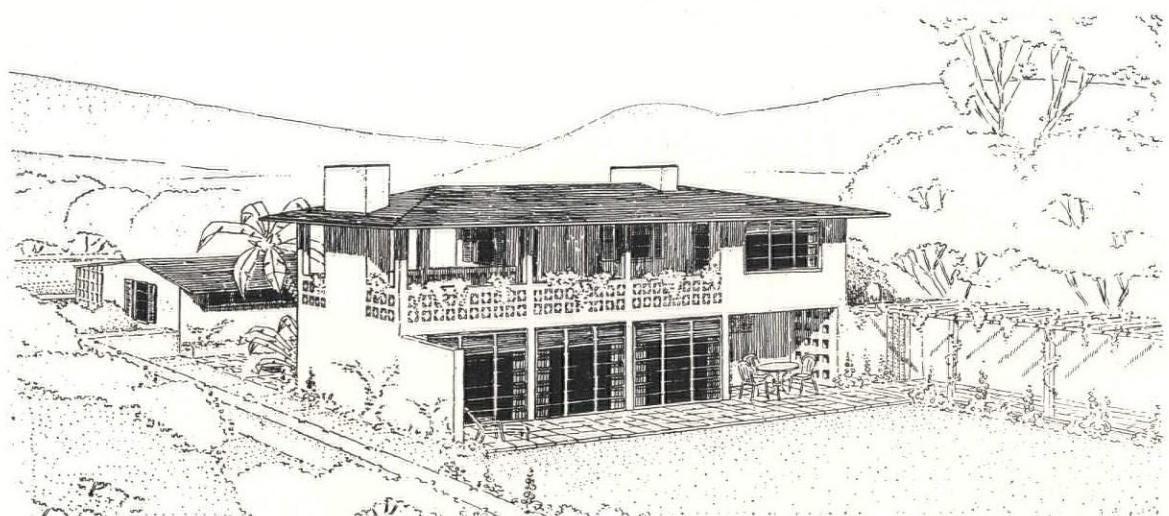
CLASS D

BASEMENT

SCHWEIKHER and LAMB, CHICAGO



NORTH VIEW



SOUTH VIEW



Moffett Russell

**PAUL SCHWEIKHER and
THEODORE WARREN LAMB, CHICAGO**

ARCHITECTURAL school friendships, though of long duration, seldom lead to professional associations. It appears, however, that that tradition has been broken in the collaboration of Robert Paul Schweikher and Theodore Warren Lamb, who met and gained a respect for each other's ability at Yale's School of Architecture. But the necessity of finding jobs in different architectural offices prohibited pooling their talents until the General Electric Competition came along.

Prior to his training at New Haven, Paul Schweikher studied at Chicago's Armour Institute and the Chicago Architectural Club. Under Granger & Bollenbacher, and later under David Adler and Philip Maher, he became well enough grounded in fundamentals to strike out for himself. He worked with George Fred Keck on his houses at A Century of Progress Exposition, and with General Houses, Inc. in the early development of prefabrication.

Schweikher's professional accomplishments so far include the winning of the Matcham Fellowship, a second prize in the A. W. Brown competition, a mention in the Lehigh Portland Cement Airport Competition, the hanging of his work in the Museum of Modern Art, and the publication of his Dushkin Music School in *The Architectural Record* for February, 1935.

Not yet registered as an architect, Schweikher is contemplating using his share of the \$2,500 prize to incorporate with a registered architect.

Like Schweikher, Theodore Warren Lamb was a Matcham Fellowship winner. His years at New Haven were preceded by an undergraduate four years at Dartmouth, and followed by a year at Cambridge. Almost all his practical training has been obtained in the office of James Gamble Rogers.

Devotees of neither eclecticism nor modernism, Messrs. Schweikher and Lamb sought to produce in their prize-winning house an architectural form that was "organic and creative," a house that in discarding the "good taste" of the Beaux-Arts tradition did not abandon the fundamentals of art.

FIRST PRIZE

CLASS A

STEPHEN J. ALLING, NEW YORK

COMMENT BY THE COMPETITOR

IT is intended that the house be of a modern steel construction, fully insulated with the exterior of plaster, and a copper roof.

The windows would be aluminum casements with double vacuum type glazing. Glass bricks are used on the stair landing and again before the desk on the first floor. All columns indicated in plan would be chromium plated.

The living and dining rooms are combined but on occasion may be separated with curtains. A desk space with bookcases and phone is at one end of the room. Book shelves occur again beneath the windows to the south with cases to the right of them. The doors in the west wall slide back, opening the room onto the terrace.

The dining space has built-in cases against the kitchen wall and a space devoted to flowers.

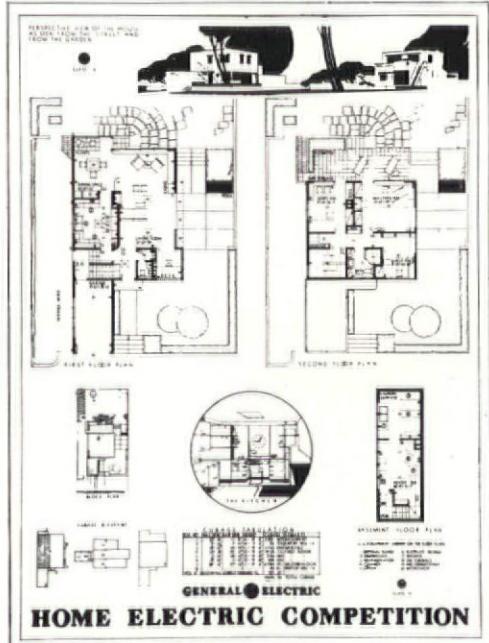
The kitchen contains a General Electric Range, Dishwasher and Refrigerator. The alcove opposite the windows is lined with blue mirrors and has a planning desk below. The top of the planning desk when closed forms part of the serving center.

The second floor masters' bedrooms open onto the sun terrace, which may also be reached from the garden by a companionway type staircase.

The bath has a sun lamp over the tub and built-in cases on either side of the lavatory. A portable sun lamp serves the rest of the house.

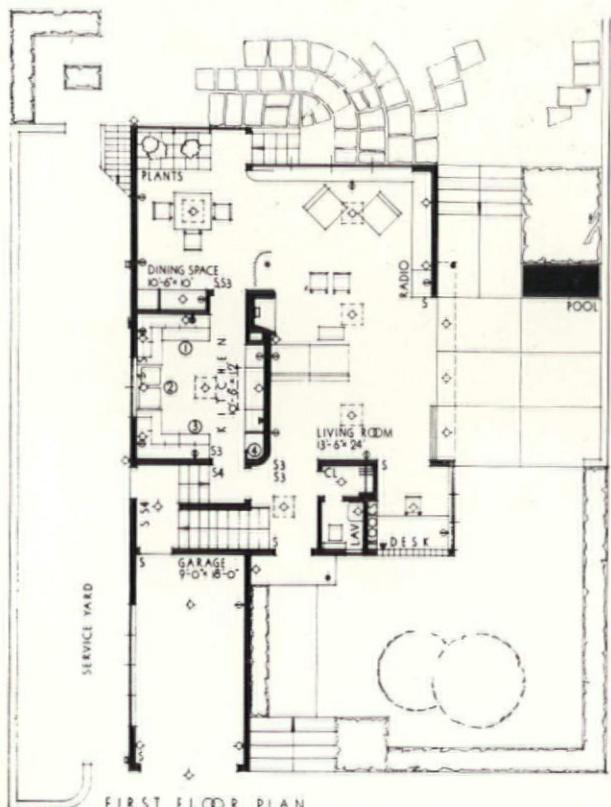
The guest room will eventually be the nursery, when the next member of the Bliss family arrives.

The basement houses a General Electric oil furnace, air conditioner, workshop and laundry. The laundry is equipped with a General Electric Washer, Dryer and Flatplate ironer. The space beneath the living room is excavated for pipes only and is heated and ventilated by openings into the basement.

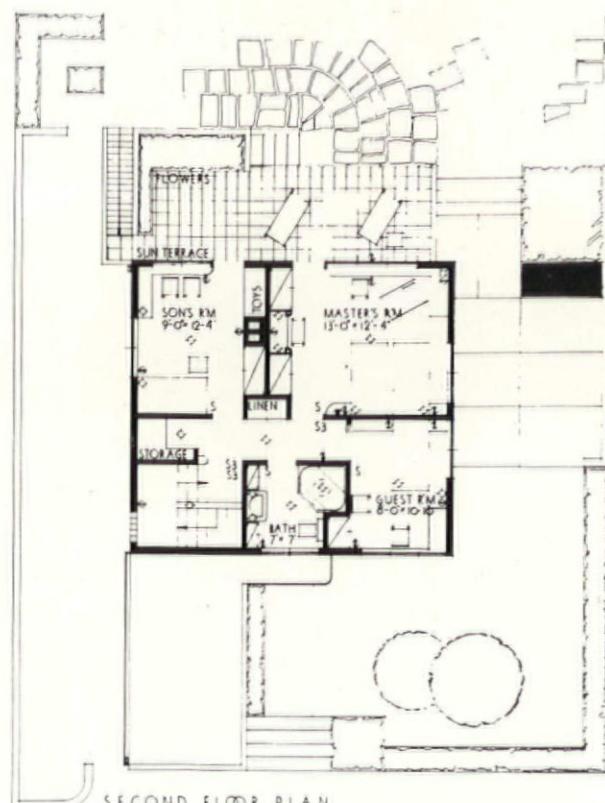


SHEET SUBMITTED BY STEPHEN J. ALLING,
NEW YORK

FIRST PRIZE CLASS A



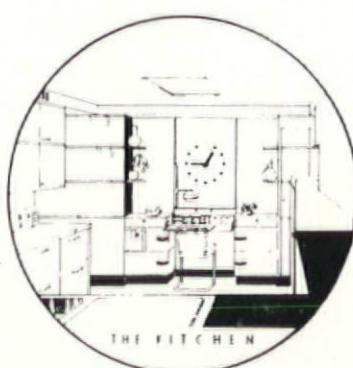
FIRST FLOOR PLAN



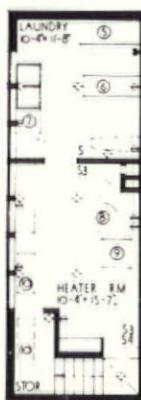
SECOND FLOOR PLAN



BLOCK PLAN



THE KITCHEN



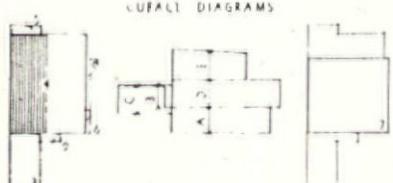
BASEMENT FLOOR PLAN

G-E EQUIPMENT SHOWN ON THE FLOOR PLANS

- 1 IMPERIAL RANGE
- 2 DISHWASHER
- 3 REFRIGERATOR
- 4 CLEANER
- 5 DRYER
- 6 FLATPLATE IRONER
- 7 WASHER
- 8 OIL FURNACE
- 9 AIR CONDITIONER
- 10 WORKSHOP



CLASS A



DIA NO	NO	NAME	WIDTH	HEIGHT	CUBAGE TABULATION	
					BASEMENT	ENTRY VOL
2	32'-6"		11'-8"	7'-0"	3125 cu ft	
2	32'-6"		8'-6"	7'-0"	166 cu ft	
3	(15'-0")		10'-0"	9'-6"	1710 cu ft	GARAGE
4	32'-6"		25'-6"	D+ 9'-0"	2458.75 cu ft	FIRST FLOOR
5	8'-0"		10'-0"	D+ 9'-0"	270 cu ft	
6	8'-0"		1'-6"	D+ 9'-0"	108 cu ft	
7	24'-6"		27'-0"	1'-9'-6"	6284.25 cu ft	SECOND FLOOR
8					92.81 cu ft	PORTC VOL + 4
					525.37 cu ft	
					19686.50 cu ft	TOTAL CUBAGE
					134 cu ft	

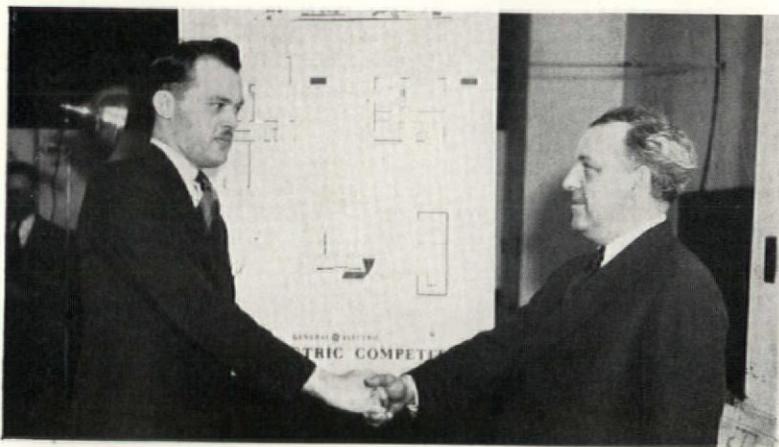
STEPHEN J. ALLING, NEW YORK



NORTH VIEW



SOUTH VIEW



STEPHEN J. ALLING, NEW YORK

Wide World

WHILE it would not be exactly true to say that Prizewinner Stephen Alling had never designed a house before he completed his drawings for the General Electric competition, it is almost true. For student projects at Massachusetts Institute of Technology were the only forerunners of the house which he submitted.

The course of architectural practice which Alling has pursued is similar to the experience of hundreds of men who have been graduated from architectural schools in the depression years. Had he not had an intimate friend in the Cincinnati firm of Tietig & Lee, it is probable that he would have had no practical experience at all. Two years ago, after leaving M. I. T., he worked on a temporary basis with the Cincinnati firm, long enough to absorb some of the routine of architectural practice, and long enough to complete a much-published bird's-eye perspective of a proposed housing scheme for PWA.

With not enough work in the office to keep the staff busy, Alling was forced to turn to a field allied with architecture. The Formica Insulating Company, manufacturers of a laminated bakelite product, hired him to turn out arresting store fronts for restaurants, shoe shops and hot dog stands. Other uses for his brilliant designing ability are the preparation of sketches for doors, interiors, and the hundreds of other architectural and semi-architectural purposes for which his company's products are used.

Prizewinner Alling is young — just a few days short of 28. He was born in Cincinnati. Tall and broad-shouldered, he wears a thin straw-colored mustache.

The scheme which he submitted in the competition is one which he has been carrying in his mind for the last two years, patiently awaiting an invitation from a client to build it. Now it will be built, and if it receives as hearty endorsement from the public as it did from the jury, Designer Alling may soon become Stephen J. Alling, Architect.

FIRST PRIZE

CLASS C

J. ANDRE FOUILHOUX and
DON E. HATCH, NEW YORK

COMMENT BY THE COMPETITORS

FIRST floor planned in logical sequence from service to eating, resting and playing.

Starting at service entrance all *Service Equipment* is concentrated, yet separated according to different functions:

1. Washing, drying, ironing.
2. Food receiving, storing, preparing, cooking, serving.
3. Desk, telephone for housekeeping.
4. China, glass, silverware washing and storing convenient to breakfast room, dining room, dining terrace.
5. Oil furnace and air conditioner with provision for compressor all centrally located.

IN LIVING PORTION THE FAMILY MAY:

- a. Gather around fireplace on side of which are (1) firewood closets, also card tables and parlor game closets, (2) book shelves for reading.
- b. Enjoy music at piano or radio.
- c. Sit in sunny end of room or, weather permitting, in covered porch or terrace.
- d. At her desk Mrs. Bliss plans her club and social activities. Double glass enclosure with Venetian blinds gives protection from heat and cold; planted enclosure gives cheerful atmosphere in winter.

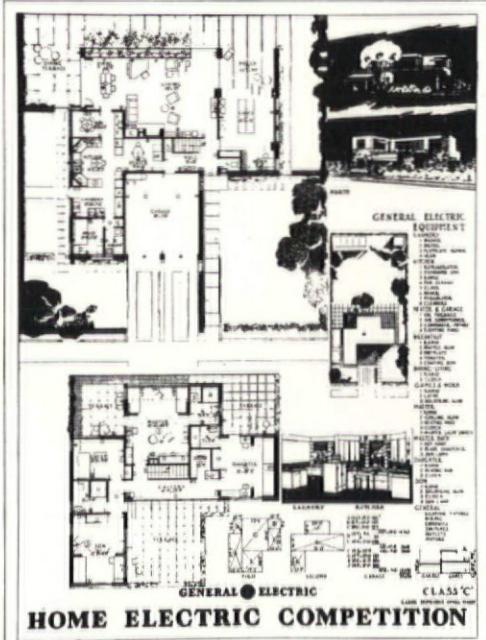
The recreation end has game room opening to porch and terrace convenient for outdoor and indoor games; closet fitted for rackets, clubs, guns, etc., workshop for Mr. Bliss' hobbies, convenient to service equipment and garage in case of repairs. Dining, living and game rooms can be used jointly for larger gatherings, or separately so different members of family can enjoy themselves without interference from others.

Entrance hall is central, conveniently connecting living room, game room, service portion and garage; it has clothes closet and special drawer for overshoes.

Bedrooms on second floor, except guest room, have sleeping portion partitioned off when in use at night, avoiding chilling and dampening rest of house. Sleeping porches have Donovan awning type windows with special top and bottom vents.

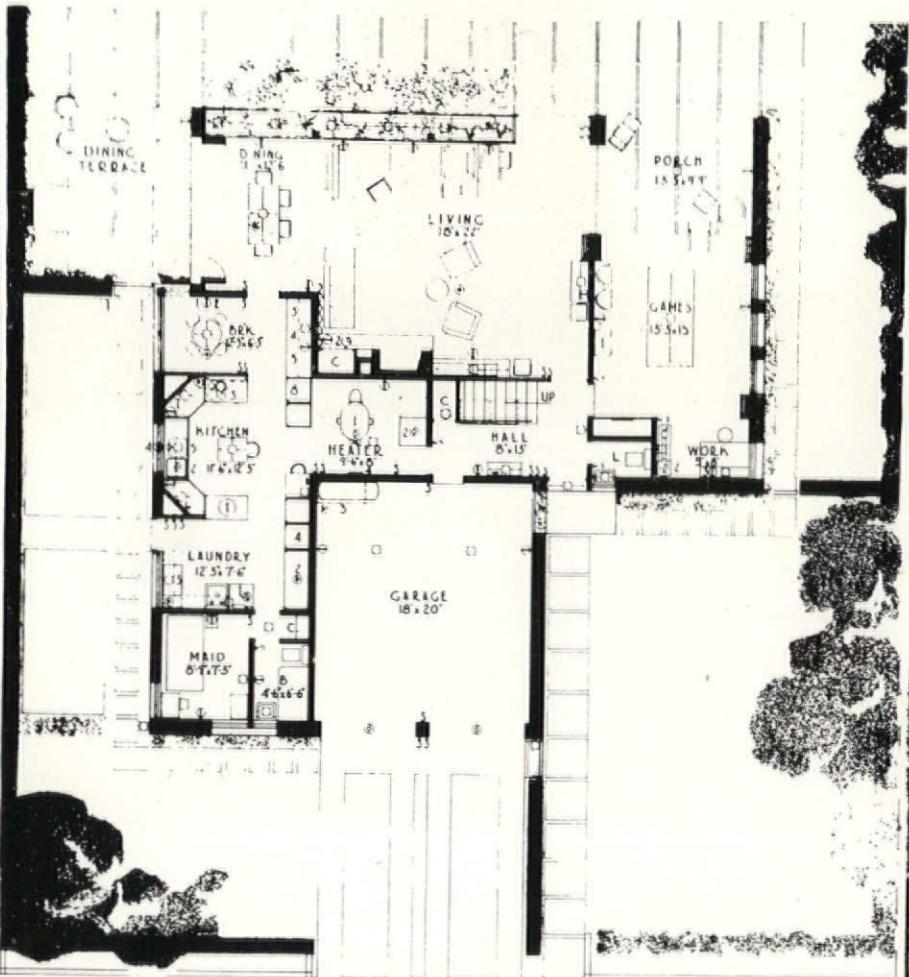
Porch end of son's room to be used as hobby shop.

Rooms are fitted with built-in-closets, drawers and dressing tables.



SHEET SUBMITTED BY J. ANDRE FOUILHOUX
AND DON E. HATCH, NEW YORK

GRAND PRIZE CLASS C



GENERAL ELECTRIC EQUIPMENT

**EQUIP
LAUNDRY**

- LAUNDRY
1 WASHER
2 DRYER
3 FLATPLATE IRONER
4 IRON
KITCHEN

1 REFRIG
2 DISHWASH

- 3 RANGE
 - 4 FAN - EXHAUST
 - 5 CLOCK
 - 6 MIXER
 - 7 PERCOLATOR
 - 8 CLEANERS
 - HEATER & GARAGE**
 - 1 OIL FURNACE
 - 2 AIR CONDITIONER
 - 3 CONDENSER - FUTURE
 - 4 LIGHTING PANEL

BREAKFAST

- 1 RADIO
 - 2 WAFFLE IRON
 - 3 HOTPLATE
 - 4 TOASTER
 - 5 CHAFING DISH

**3 CHAFING DISH
DINING - LIVING**

- 1 RADIO
2 CLOCK
GAMES & WORK
1 RADIO

2 LATHE
3 SOLDERING

- 3 SOLEATING IRON
MASTER
1 RADIO
2 CURLING IRON
3 HEATING PADS
4 CLOCK
5 MASTER LIGHT SWITCH
MASTER BATH

MASTER BAIT
1 HOT POINT

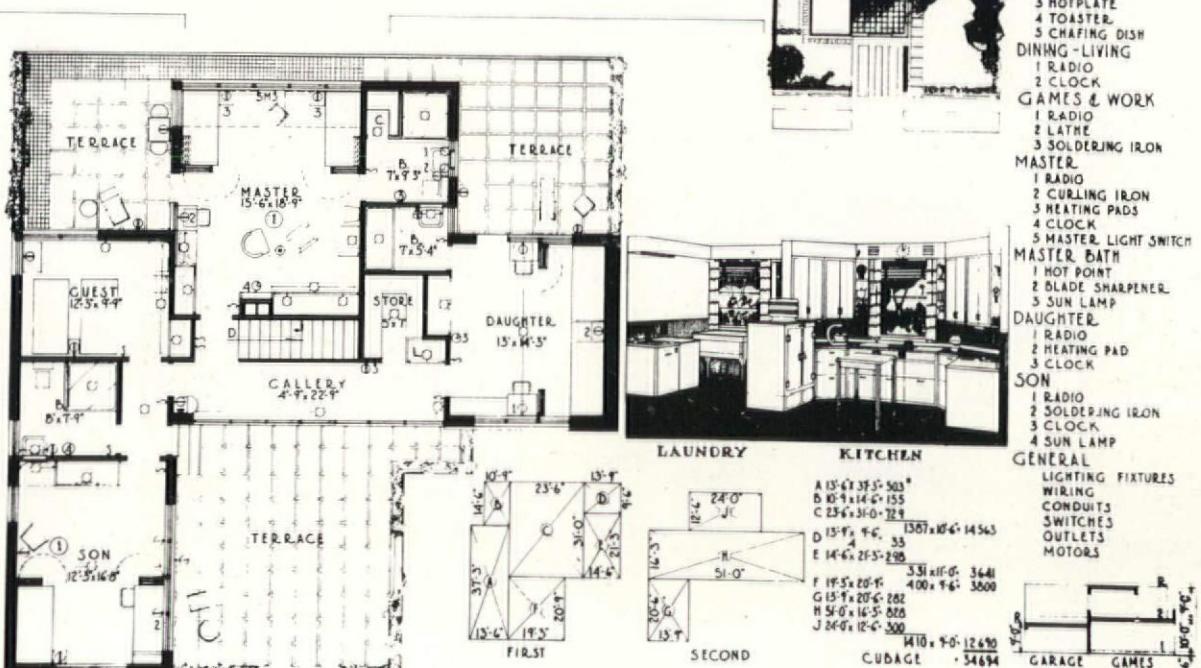
- 2 BLADE SHARP
3 SUN LAMP
DAUGHTER
1 RADIO

2 HEATING
3 CLOCK

- SON
1 RADIO
2 SOLDERING IRON
3 CLOCK

A SUN LAM
GENERAL

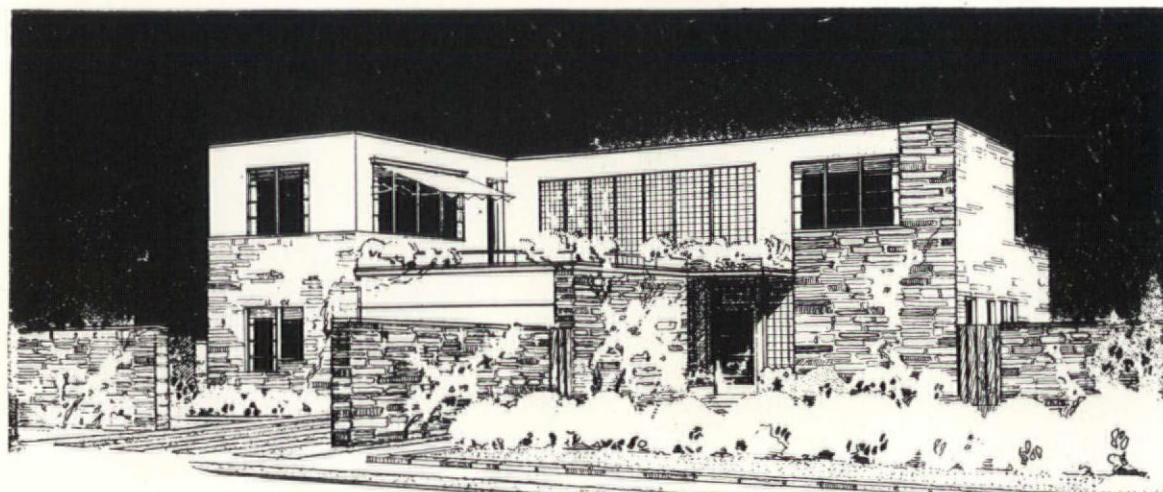
- LIGHTING FIXTURES
WIRING
CONDUITS
SWITCHES
OUTLETS**



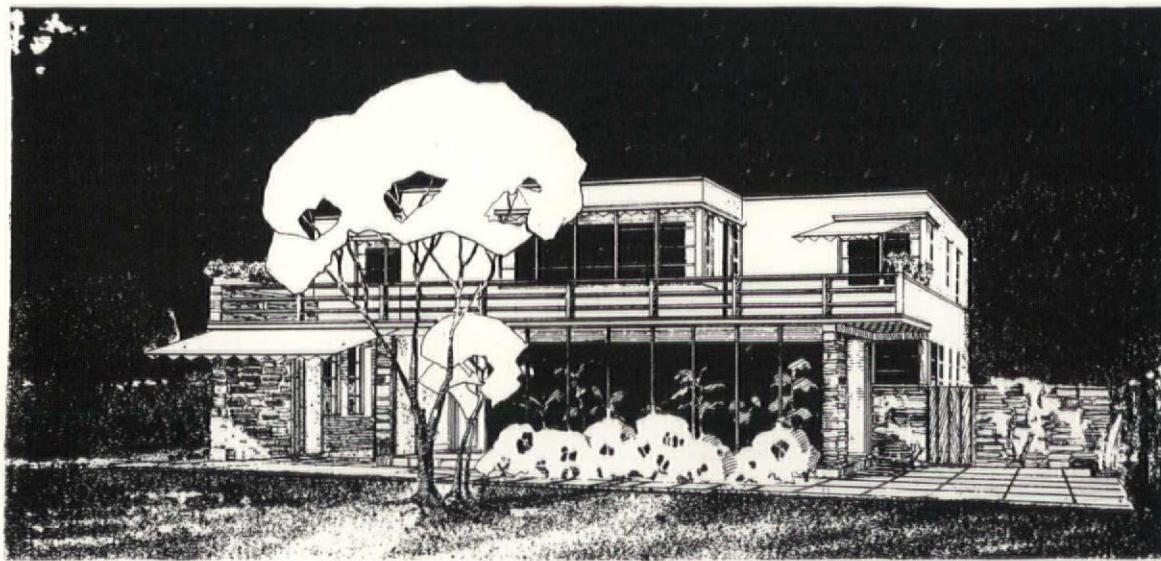
CLASS 'C'

LABOR IMPROBUS OMNIA VINCIT

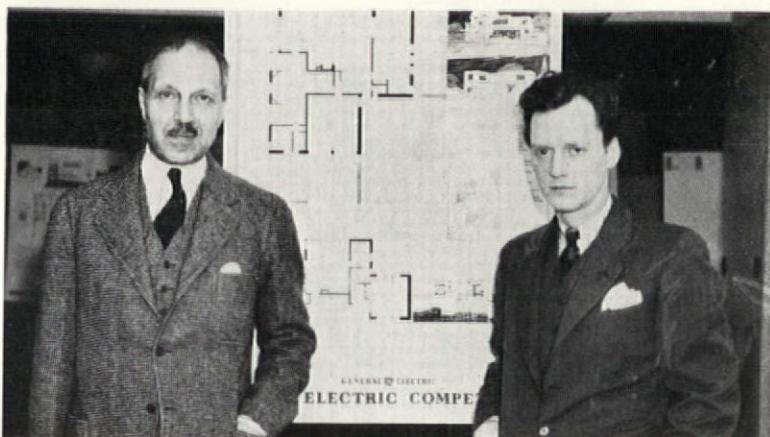
J. ANDRÉ FOUILHOUX and DON E. HATCH, NEW YORK



NORTH VIEW



SOUTH VIEW



Wide World

J. ANDRÉ FOUILHOUX and
DON E. HATCH, NEW YORK

IT is difficult to connect André Fouilhoux, only "big name" architect among the G-E first prizewinners, with small houses. For it has been the business of his life to calculate stress and strain, to certify vast plumbing and heating systems, to fight out problems connected with the building not of houses but of skyscrapers. A story fatuous to repeat is that of the skyscraper-fruitful partnership of Raymond Hood, the artist, and Fouilhoux, the engineer. Yet not long before he died Raymond Hood really seriously worked on a small house, his "Outdoor House," for an exhibition advertised: "The Men Who Built the Skyline of New York Have Designed a House for You."

Cluttered with models of the many buildings which Hood and Fouilhoux have designed, the office which Mr. Fouilhoux now heads alone is comparatively inactive. Thus were its facilities and Mr. Fouilhoux's full cooperation available when month before last a young architect in his employ named Don Hatch made the proposal that the firm should do a house for G-E's competition.

The house which Fouilhoux and his 27-year-old associate designed was not unlike Hood's "Outdoor House," insofar as it is closely integrated with a garden. Yet it was a more mature house, being more complete mechanically and with added artistry of a sort which Hood himself would have approved.

To young Hatch no other's approbation for his part on the house would have meant half so much. A University of Kansas graduate, he came East in 1930 with the express purpose of going to work eventually with Hood. Last January, work over on a housing project which had won him a place in Hood & Fouilhoux's office, Hatch independently took second prize in THE ARCHITECTURAL FORUM's remodeled kitchen competition (ARCH. FORUM, Feb., 1935, p. 238).

SECOND PRIZES

ONE THOUSAND TWO HUNDRED FIFTY DOLLARS EACH

CLASS

A

RALPH H. BURKHARD, RICHARD C. HOYT, ANGELO MESSINA, NEW YORK, N. Y.

CLASS

B

JOHN EKIN DINWIDDIE, SAN FRANCISCO, CALIFORNIA

CLASS

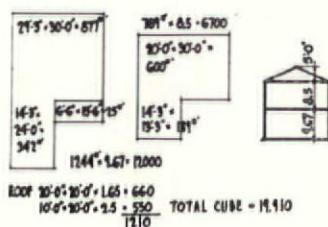
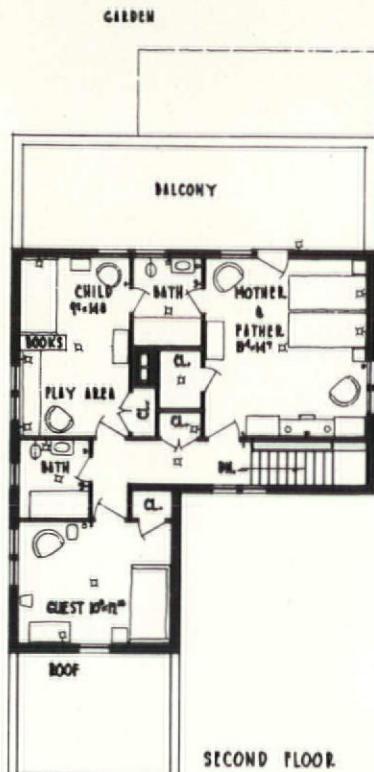
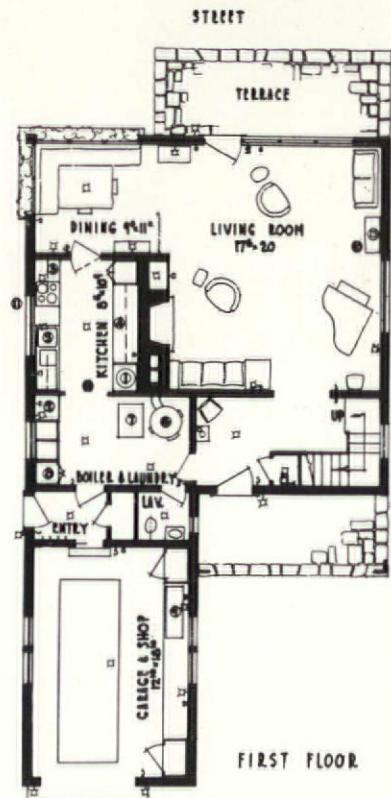
C

ARTHUR MARTINI AND JONAS PENDLEBURY, FLUSHING, N.Y.

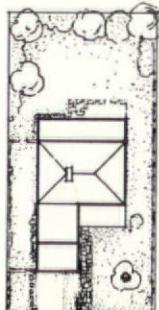
CLASS

D

RICHARD J. NEUTRA, LOS ANGELES, CALIFORNIA

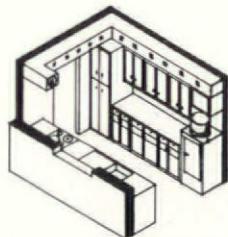


CUBAGE DIAGRAMS
CONSTRUCTION - STEEL FRAME - FIREPROOF



PLOT PLAN

- GENERAL ELECTRIC EQUIPMENT
- ① REFRIGERATOR
 - ② WASHER
 - ③ RANGE
 - ④ CABINETS
 - ⑤ DISHWASHER
 - ⑥ OIL BURNER
 - ⑦ AIR CONDITIONER
 - ⑧ PORTABLE IRON
 - ⑨ WORKSHOP
 - ⑩ RADIO
 - ⑪ FANS
 - ⑫ CLOCKS

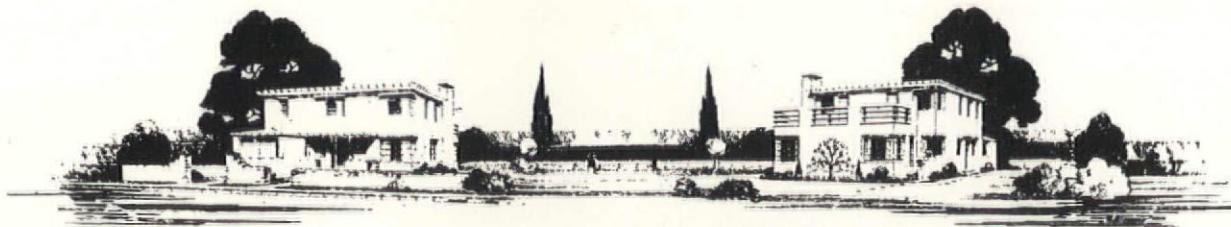


KITCHEN

"7-11"
CLASS A

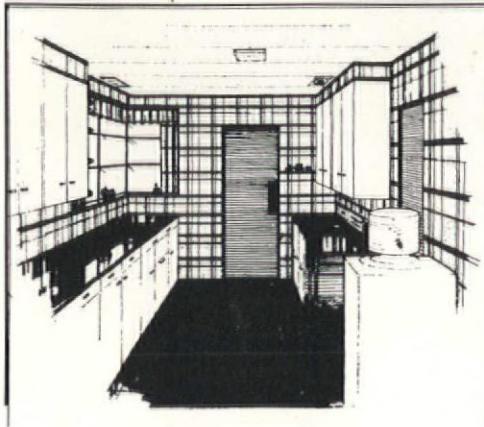
One of the few plans designed for northern latitudes in which economy has been effected by entire omission of the basement. Another unusual point in this plan is the slight increase in width of the garage which allows the long side to be used as a workshop, thus concentrating all tools in one place. A doubtful feature in a house designed to be run without a servant is the necessity of passing through the boiler and laundry room to reach the entry. The problem of providing a lavatory accessible from the front room for guests and also handy to the kitchen has been ingeniously solved.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



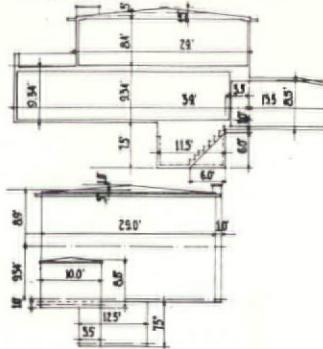
LEGEND OF EQUIPMENT

- 1 RANGE - MODEL G12-IMPERIAL
- 2 DISHWASHER -- MODEL DMF
- 3 REFRIGERATOR-MODEL TT
- 4 CEILING VENTILATOR FAN
- 5 CLOTHES WASHER-AW 25
- 6 FLAT PLATE IRONER - AF 10
- 7 GENERAL ELECTRIC WORKSHOP
- 8 OIL FURNACE-MODEL-LA5
- 9 AIR CONDITIONER -- AA5
- 10 COOLING COILS & AIR FILTER
- 11 CONDENSING COILS UNIT
- 12 G-E-SUN LAMP FLOOR TYPE
- 13 CONCEALED RADIATOR -
- 14 SUN LAMP: CEILING TYPE
- 15 RADIO - BANDMASTER --
- 16 G-E CLOCKS --

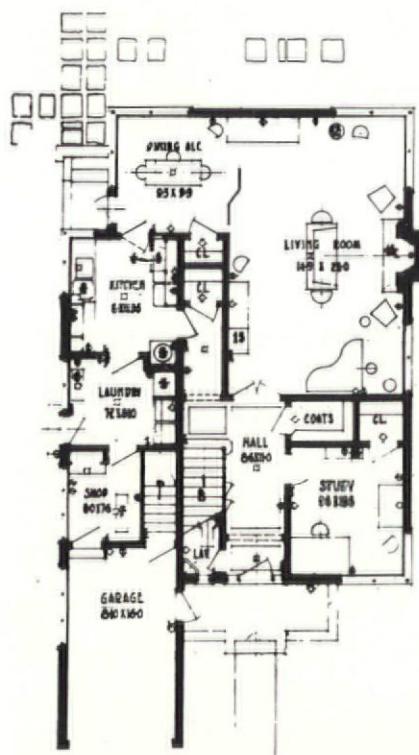


CUBAGE COMPUTATIONS:

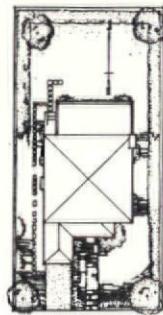
BASEMENT	- 115 - 125 - 15 = 1075
LESS	35 - 50 - 60 = 65 = 1016
GARAGE	- 100 - 135 - 85 = 1148
PLUS	10 - 35 - 100 = 35 = 1183
FIRST FLOOR	29 - 39 - 93 = 1026
LESS	1025 - 375 - 93 = 365 = 10199
2ND FLOOR	29 - 29 - 69 = 7185
CHIMY	10 - 28 - 40 = 80 = 7565
TOTAL CUBE	19861



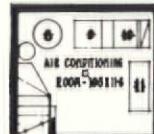
PERSPECTIVE OF KITCHEN



FIRST FLOOR PLAN



• PLOT • PLAN •



BASEMENT PLAN



SECOND FLOOR PLAN

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

"The essential rooms only are provided and are developed to their maximum efficiency. Full advantage is taken of space saving devices, such as the combining of room functions. A separate study off the entrance hall and a separate workshop are considered essential for the use of Mr. Bliss and the development of his son . . . the architect plans light steel frame with some concrete slab, the whole heavily insulated. The roof is sheet copper made integral with the overhanging gutters and derives its marking from the material necessary to provide for expansion and contraction."



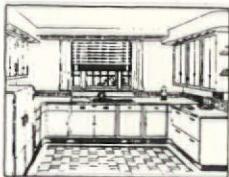
ARTHUR MARTINI and JONAS PENDLEBURY, FLUSHING, NEW YORK
SECOND PRIZE—CLASS C



• VIEW FROM GARDEN •



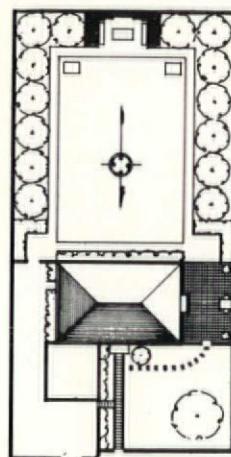
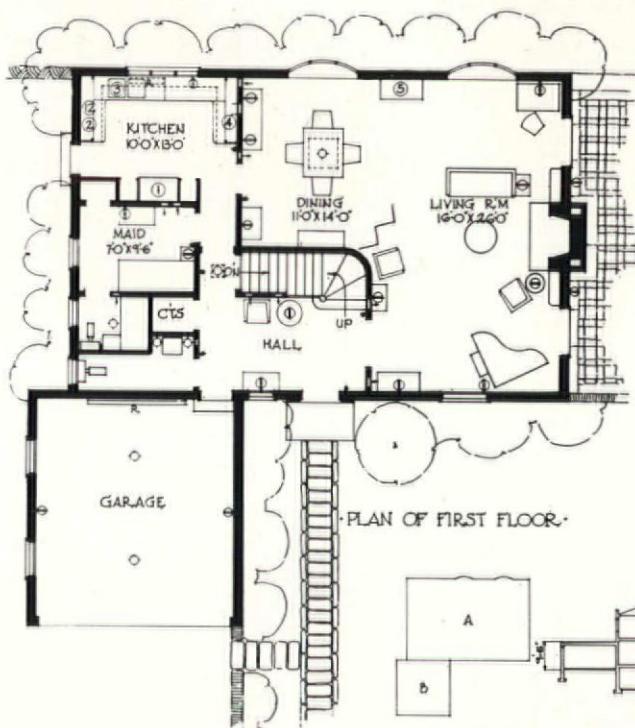
• VIEW FROM STREET •



• KITCHEN •

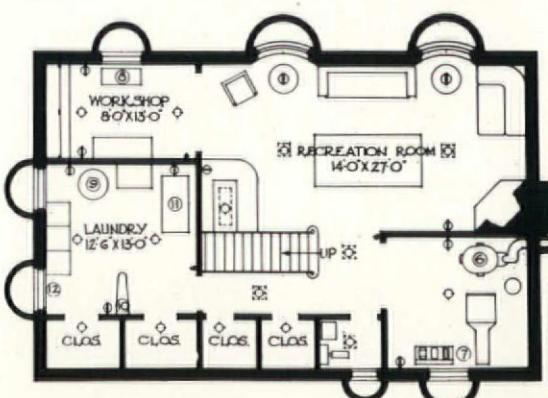
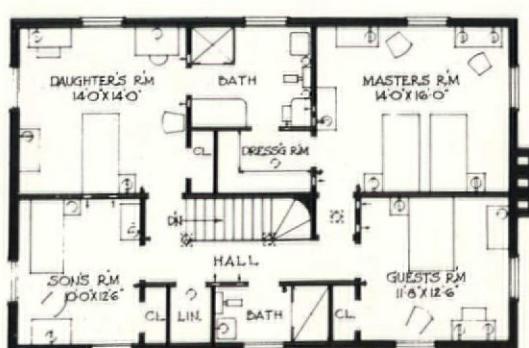
• LEGEND •
 1 PLAN DESK
 2 REFRIGERATOR
 3 DISH WASHER
 4 ELECTRIC RANGE
 5 RADIO
 6 OIL FURNACE
 7 AIR CONDITIONING SYSTEM
 8 WORK SHOP
 9 WASHER
 10 DRYER
 11 IRONER
 12 FAN

SCALE FOR PLANS
0 5 10



• PLOT PLAN •

• CUBAGE •
 A- 773420 X 276 = 31783
 B- 160 X 90 X 9'6" = 3249
 TOTAL CUB. FT. = 3492



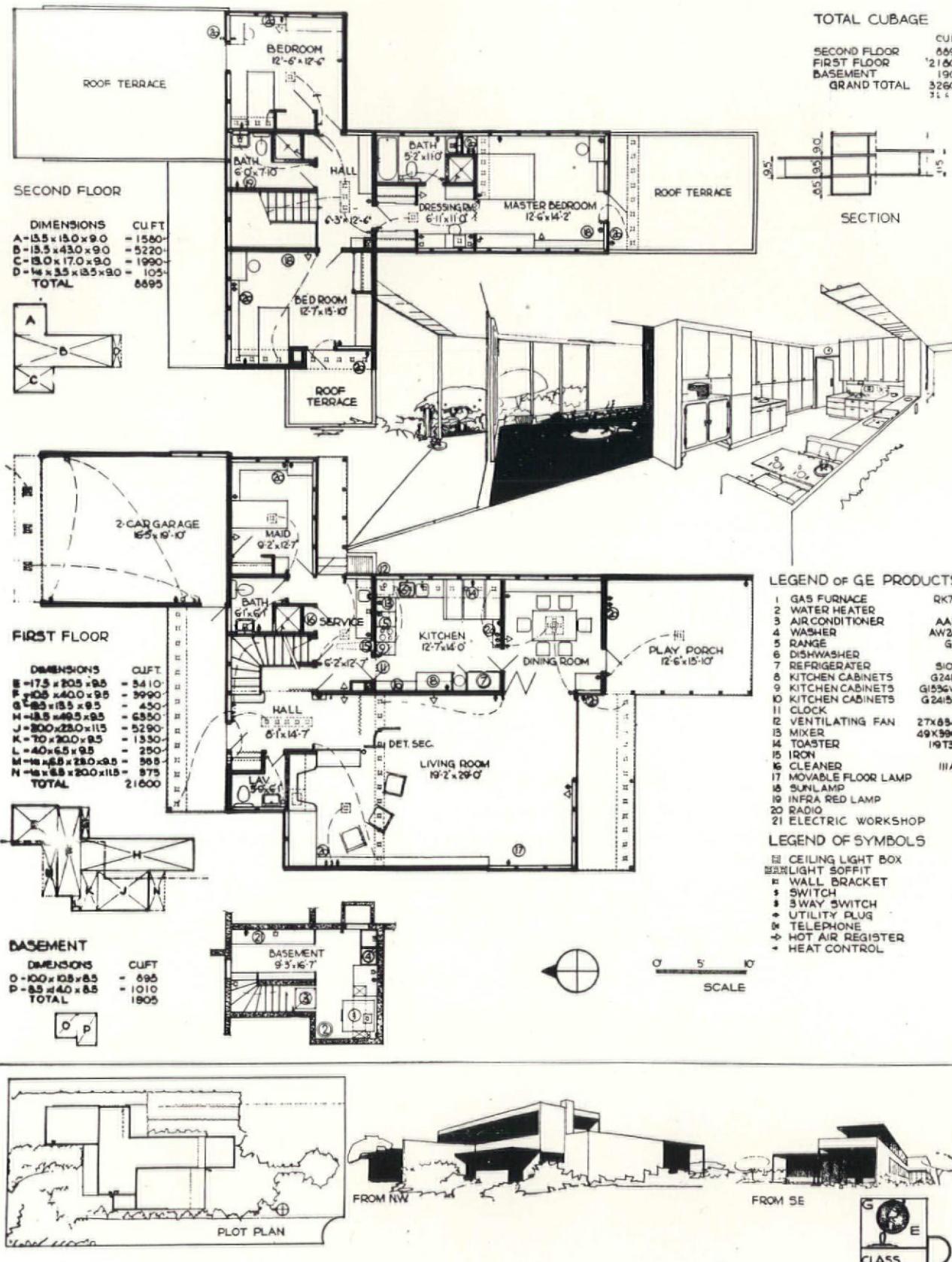
• NOM DE PLUME •

• CLASS C •

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

The architect has succeeded in designing a house in a traditional idiom without sacrificing anything in plan. The arrangement and flow of space between living room and dining room is particularly happy and the placing of the screen at this point shows how thoroughly he has understood the problem. On the second floor the relation of the size of the daughter's room and the son's room shows an understanding of the changing conditions which take place as children grow older. The relation of all of these bedrooms to their respective bathrooms and dressing rooms is also good.

RICHARD J. NEUTRA, LOS ANGELES
SECOND PRIZE—CLASS D



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"The proposed layout combines the moderate residential structure and its two-car garage into one unit, thus combining their volumes to a single, more impressive one, using the garage side wall to form an entrance patio that easily lends itself to landscaping . . . living room and dining room form whenever required combined social quarters of considerable spaciousness but can be separated by drapes . . . The building is designed with a regular chassis of thoroughly uniform elemental dimensions to be executed either in milled wood frame or in structural or light gauge steel."

THIRD PRIZES

ONE THOUSAND DOLLARS EACH

CLASS

A VERNER WALTER JOHNSON · PHIL BIRNBAHM, NEW YORK, N. Y.

CLASS

B HERMAN A. L. BEHLEN, ARDSLEY, N. Y.

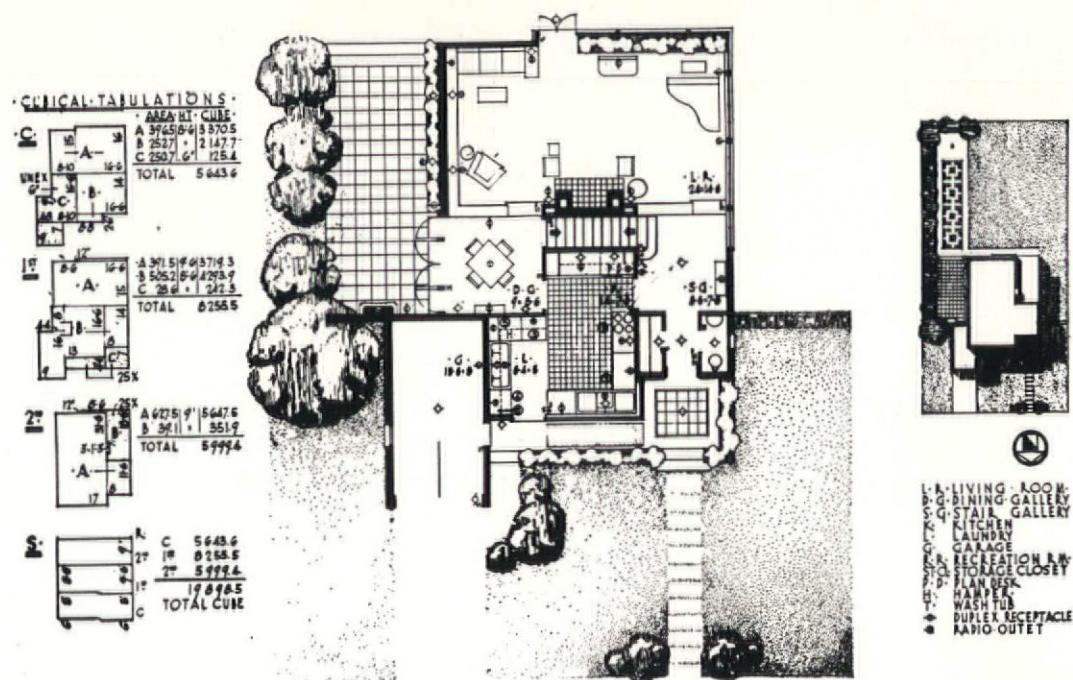
CLASS

C JOHN HIRONIMUS, NEW YORK, N. Y.

CLASS

D JOHN DONALD TUTTLE, NEW YORK, N. Y.

VERNER WALTER JOHNSON and PHILIP BIRNBAHM, NEW YORK
THIRD PRIZE—CLASS A



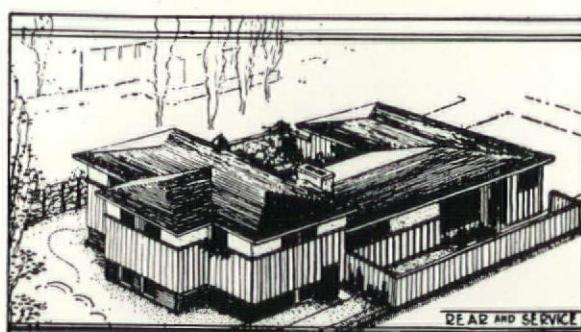
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

“Of the requirements there are none such as to preclude those qualities inherent in good planning. Limited income necessitates the maximum possible usage of space. By eliminating outmoded overaccentuation of privacy in the living quarters and preserving a spatial sequence of stair gallery, living room and dining room, a sense of size is gained, added by the vista of the garden through the transitional interior flower area . . . The natural bent of the owner has enforced certain individual characteristics to the plan.”

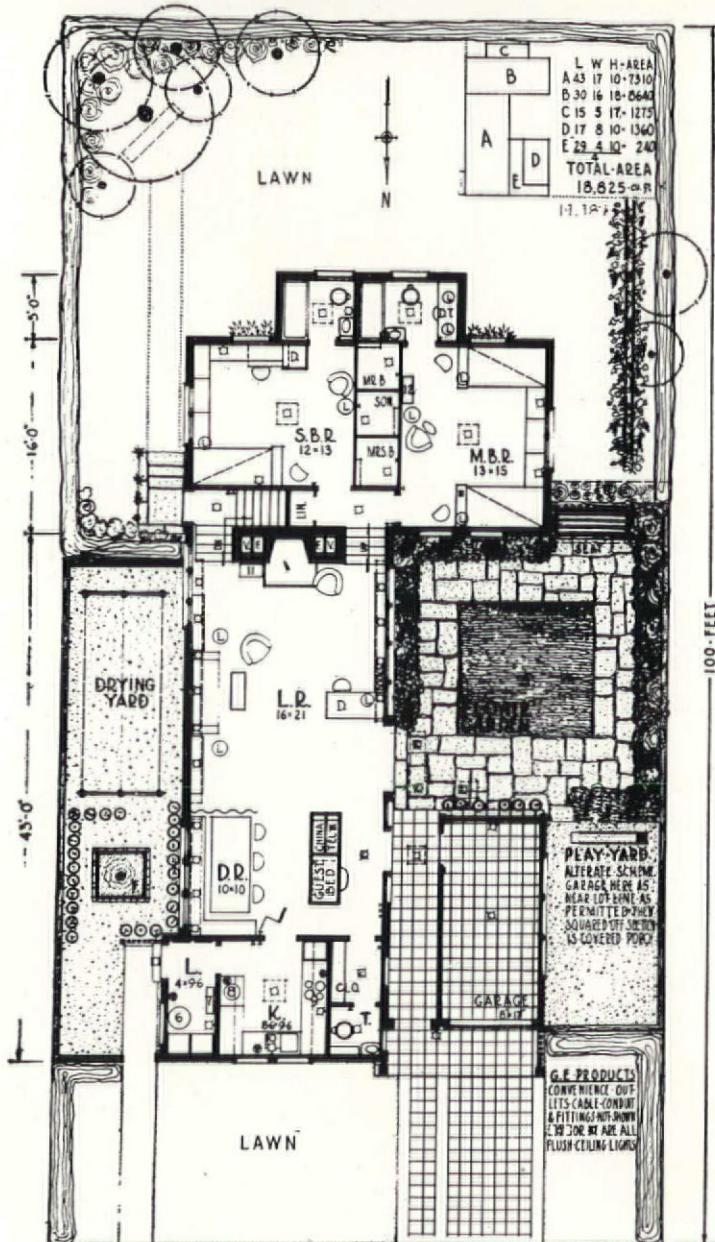
HERMAN A. L. BEHLEN, ARDSLEY, NEW YORK
THIRD PRIZE—CLASS B



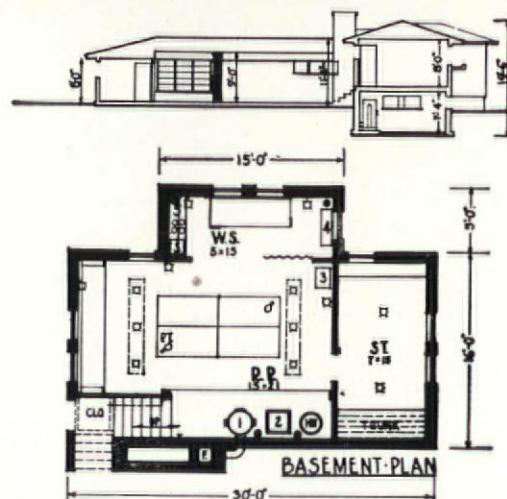
GARDEN AND STREET



REAR AND SERVICE

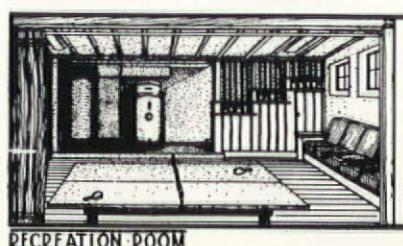


60 617



BASEMENT-PLAN

GENERAL-ELECTRIC EQUIPMENT
RECREATION ROOM @ OIL-FURNACE; FAN
② AIR CONDITIONER; ② RADIO; LATHE
⑤ ELECTRIC RANGE; LIFT-TOP REFRIGERATOR
LAUNDRY @ WASHER; IRONER; FAN
KITCHEN @ REFRIGERATOR; ④ RANGE
④ DISH WASHER; FOOD MIXER; EXHAUST
FAN; VACUUM CLEANER; FLOOR MACHINE;
DINING ROOM; TOASTER; PERCOLATOR;
WAFFLE IRON; CHAFING DISH; CLOCK;
LIVING ROOM @ RADIO; FLOOR LAMP;
TABLE LAMP; CLOCK; SUN-LIGHT LAMP;
MASTER BED ROOM @ SEWING MACHINE;
SMALL RADIO; FLOOR LAMP; TABLE AMP;
HEATING PAD; VACUUM CLEANER;
BED ROOM (SONS); CLOCK; SMALL RADIO;
FLOOR LAMP; HEATER; SUN-LAMP;
ELECTRIC TRAIN; BATH ROOM; SUN-LAMP;
HAIR CURLER; SMALL IRON; DISC STOVE;
RAZOR; SHARPEN-IT; INFRA-RED LAMP;

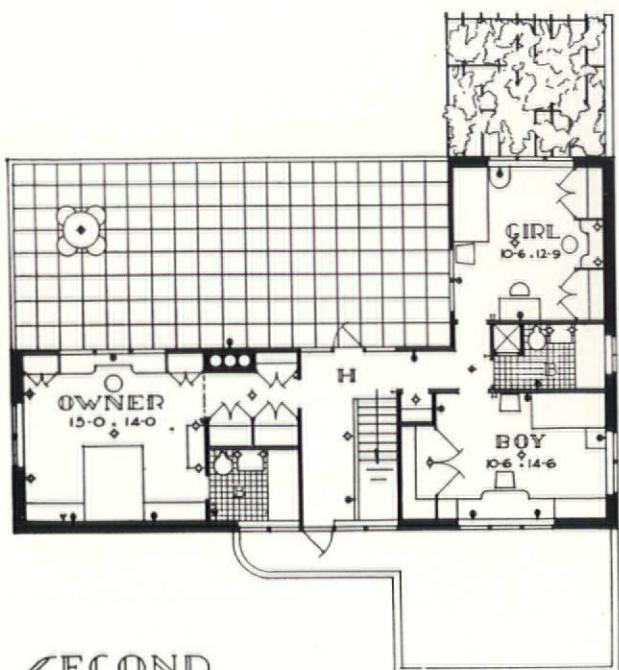


RECREATION ROOM

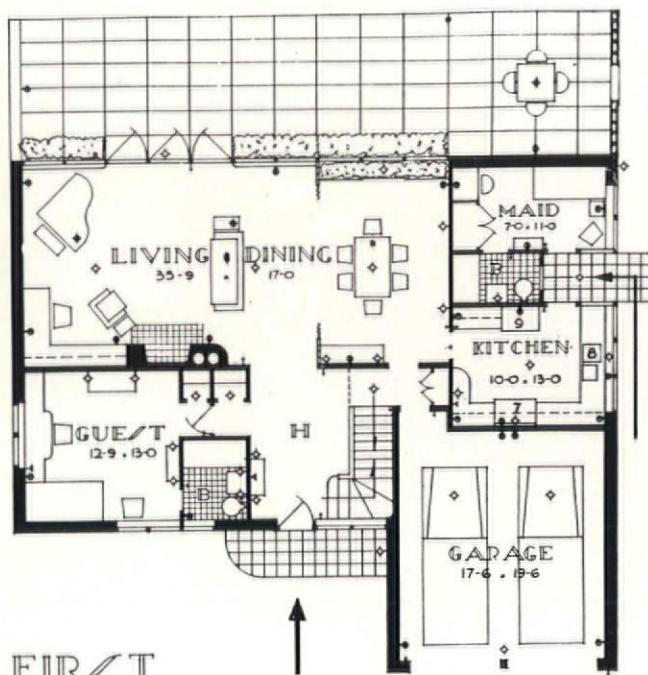
"The spaciousness of this small house is accentuated by the fact that the intimate garden is virtually a part of the living room. It is partially shaded by the extra half-story in the height of the southern portion of the house. The full length windows in living and dining rooms are short horizontal sliding panels which can vanish in the wall. The overhanging roof serves a purpose—excluding the sun's rays in the summer and permitting them to enter in winter. The cellar being half above ground permits plenty of air and sunshine and is easily accessible from indoors and outdoors."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

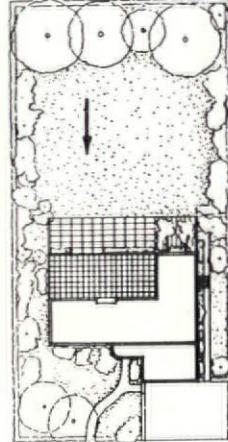
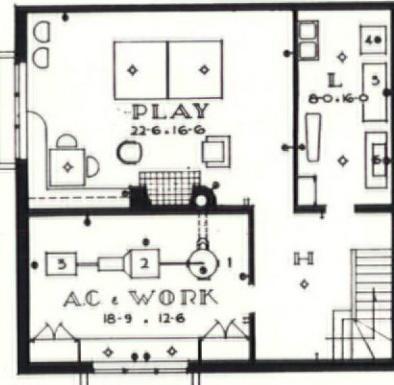
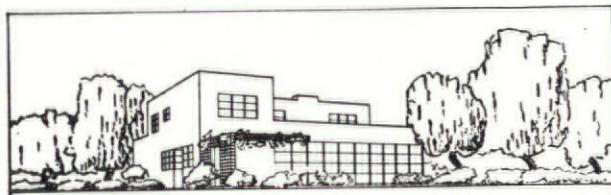
CLASS : B



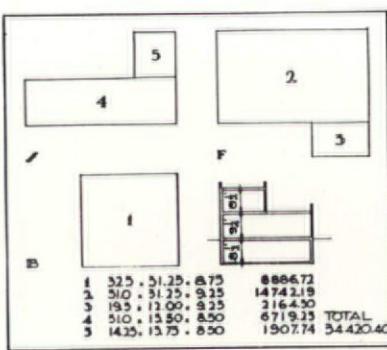
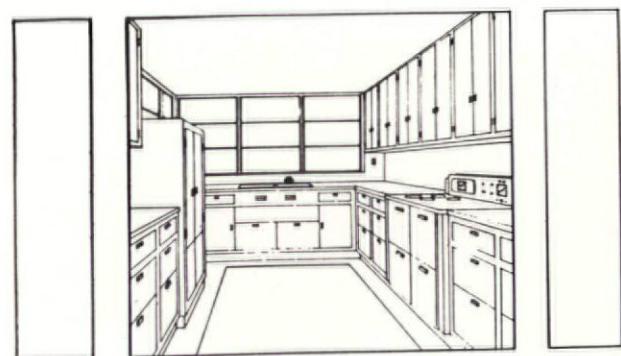
SECOND



FIRST



BASMENT

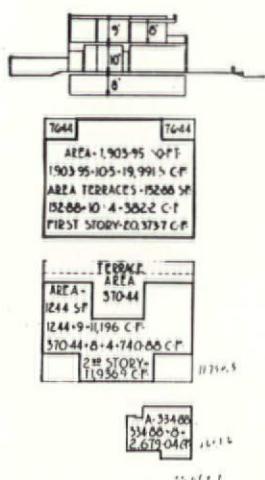
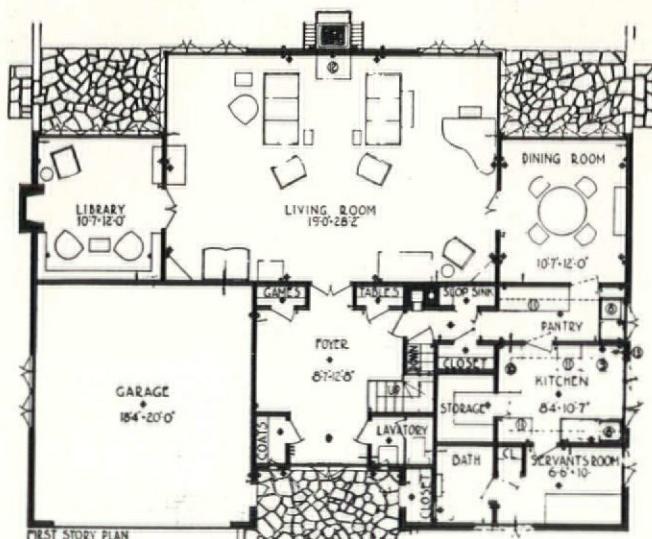
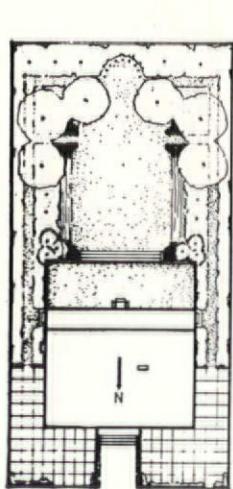


LEGEND	
1	OIL FURNACE LA-5
2	AIR CONDITIONER AA-3
3	CONDENSER CM-6A
4	WASHER AW-25
5	DYER AD-1
6	IRONER AF-10
7	RANGE G-12
8	DUNHAWLER E
9	REFRIGERATOR KF-12
	ALL CABINETS BY GENERAL ELECTRIC
CLAS// C	

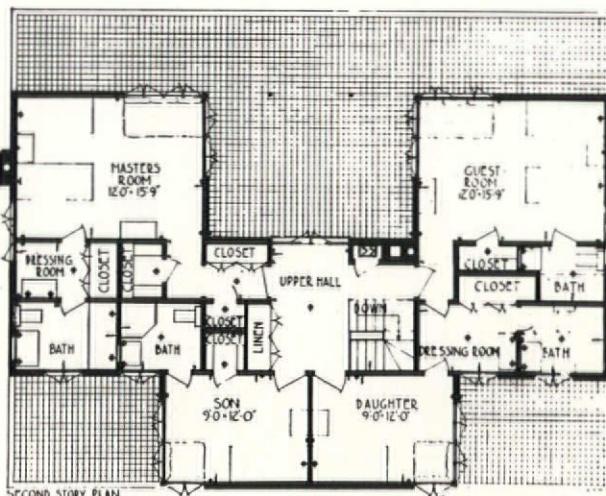
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

“Exterior walls of concrete blocks with stucco of various shades applied—a house of color. Floors of cellular keystone shaped beams 6 inches deep—all wiring in these cells. Finished floors of linoleum in the principal rooms, with bedrooms of broadloom. Living and dining rooms are placed on south side of the house for full benefit of sunshine through large windows—flower beds on outside and inside of dining space will present a pleasant atmosphere. Living and dining spaces are separated by vacuum glass bricks and brightly colored drapes which can be closed while table is being set.”

JOHN DONALD TUTTLE, NEW YORK
 THIRD PRIZE—CLASS D

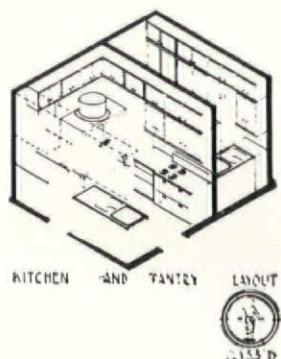


TOTAL VOLUME EQUALS 34,9896 CUFF



GENERAL ELECTRIC EQUIPMENT

- (1) COMPIRING UNIT
- (1) FURNACE
- (1) AIR CONDITIONER
- (1) WASHER
- (1) IRONER
- (1) DRYER
- (1) WORKSHOP
- (1) DISHWASHER
- (1) BAND
- (1) REFRIGERATOR
- (1) KITCHEN CABINET
- (1) RADIO
- (1) WALL VENTILATING FAN



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"Special features of this house are (1) a sitting room for use in case one member of the family has guests and wishes to sit apart from the others, (2) a storage closet connected with the kitchen, which in a house of this size is of great importance, (3) slop sinks in the closets on both floors of the closet convenient to the housekeeper, providing both a place to draw water, wash out mops and a place to store such cleaning utensils as the vacuum cleaner and (4) a closet opening on the outside of the house for storing outside games, garden tools, overshoes, etc."

MENTIONS

ONE HUNDRED DOLLARS EACH

CLASS

A

WALTER H. GRUBER, Bronx, N. Y.
KENNETH KASSLER, Princeton, N. J.
GEOFFRY N. LAWFORD, New York, N. Y.
PHILLIP D. McFARLAND, Seattle, Wash.
FREDERICK M. MOSS, Washington, D. C.
ROY E. NELSON - E. LESTER BALSTAD, Cleveland, Ohio
JONAS PENDLEBURY, Scarsdale, N. Y.
CONSTANTIN A. PERTZOFF, Boston, Mass.
PAUL SCHWEIKHER - THEODORE WARREN LAMB, Chicago, Ill.
H. LEE SMITH, Toledo, Ohio

CLASS

B

RALPH H. BURKHARD - RICHARD C. HOYT - ANGELO MESSINA, New York, N. Y.
R. RAYMOND CARTER, Stillwater, Okla.
ALBERT WILLIAM FORD, Long Beach, Calif.
ARTHUR R. HUTCHASON, Los Angeles, Calif.
STANLEY C. REESE, Chattanooga, Tenn.
PHILIP SANFILIPPO, Brooklyn, N. Y. - S. STOCKMAR - G. DIETZ, New York, N. Y.
J. R. SPROULE, Seattle, Wash.
LOUIS A. THOMAS, Los Angeles, Calif.
JOHN DONALD TUTTLE, New York, N. Y.
J. V. WILSON - C. J. PELLEGRINI - R. W. SCHMERTZ, Pittsburgh, Penna

CLASS

C

NORMAN BIARD BAKER, Greenlawn, N. Y.
BURTON ASHFORD BUGBEE, New Rochelle, N. Y.
WALTER EDWARD CAMPBELL - FRANK TREVOR HOGG, Boston, Mass.
HERMAN FRENZEL, St. Paul, Minn.
ARTHUR R. HUTCHASON, Los Angeles, Calif.
BYRON E. LAIDLAW, New York, N. Y.
H. T. LINDEBERG - DANIEL NEILINGER, New York, N. Y.
MELVILLE NAUHEIM, New York, N. Y.
CHARLES F. POPE, Park Ridge, Ill.
ERNEST F. STRASSLE, Trenton, N. J.

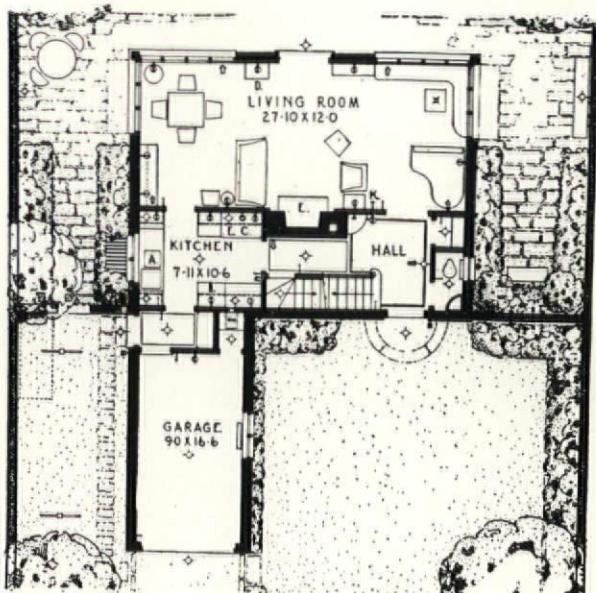
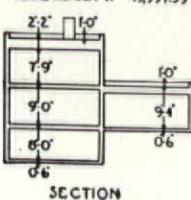
CLASS

D

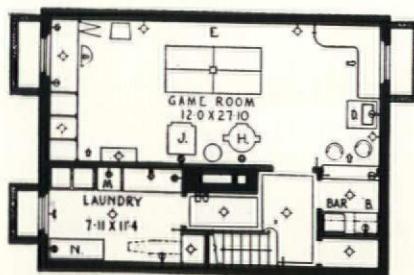
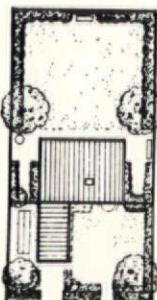
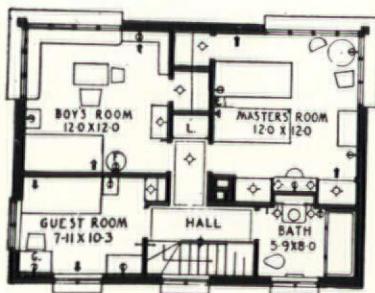
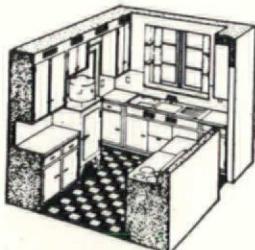
CECIL CLAIR BRIGGS, New York, N. Y.
JOHN THOMAS GRISDALE, Philadelphia, Penna.
W. D. LAMBIN, Baltimore, Maryland
H. T. LINDEBERG - DANIEL NEILINGER, New York, N. Y.
WALTER L. MOODY, Los Angeles, Calif.
W. K. OLTAR-JEVSKY - N. T. MONTGOMERY, New York, N. Y.
GEORGE PALM, JR., Cleveland, Ohio
HARVEY STEVENSON, New York, N. Y.
HOWARD A. TOPP - MALCOLM P. CAMERON, Los Angeles, Calif.
JASON S. TRESPEL, New York, N. Y.

GEOFFRY N. LAWFORD, NEW YORK
MENTION—CLASS A

- CUBAGE -
HOUSE
220 X 29.5 X 2742 = 17795.58
HOUSE PARAPET
102.33 X .67 X 10 = 68.56
CHIMNEY
2.2 X 2.67 X 5.0 = 29.37
GARAGE
19.75 X 10.67 X 9.83 = 2071.36
GARAGE PARAPET
48.5 X .67 X 10 = 32.50
TOTAL NO. CU. FT. = 19,997.39



- LEGEND -	
DISHWASHER	A.
REFRIGERATOR	B.
RANGE	C.
RADIO	D.
CLOCK	E.
SUN-LAMP	F.
SEWING MACHINE	G.
OIL FURNACE	H.
AIR CONDITIONER	J.
THERMAL CONTROL	K.
HUMIDISTAT	L.
WASHING MACHINE	M.
IRONER	N.
SWITCHES	P.
SUPPLY GRILLE	Q.
RETURN GRILLE	R.

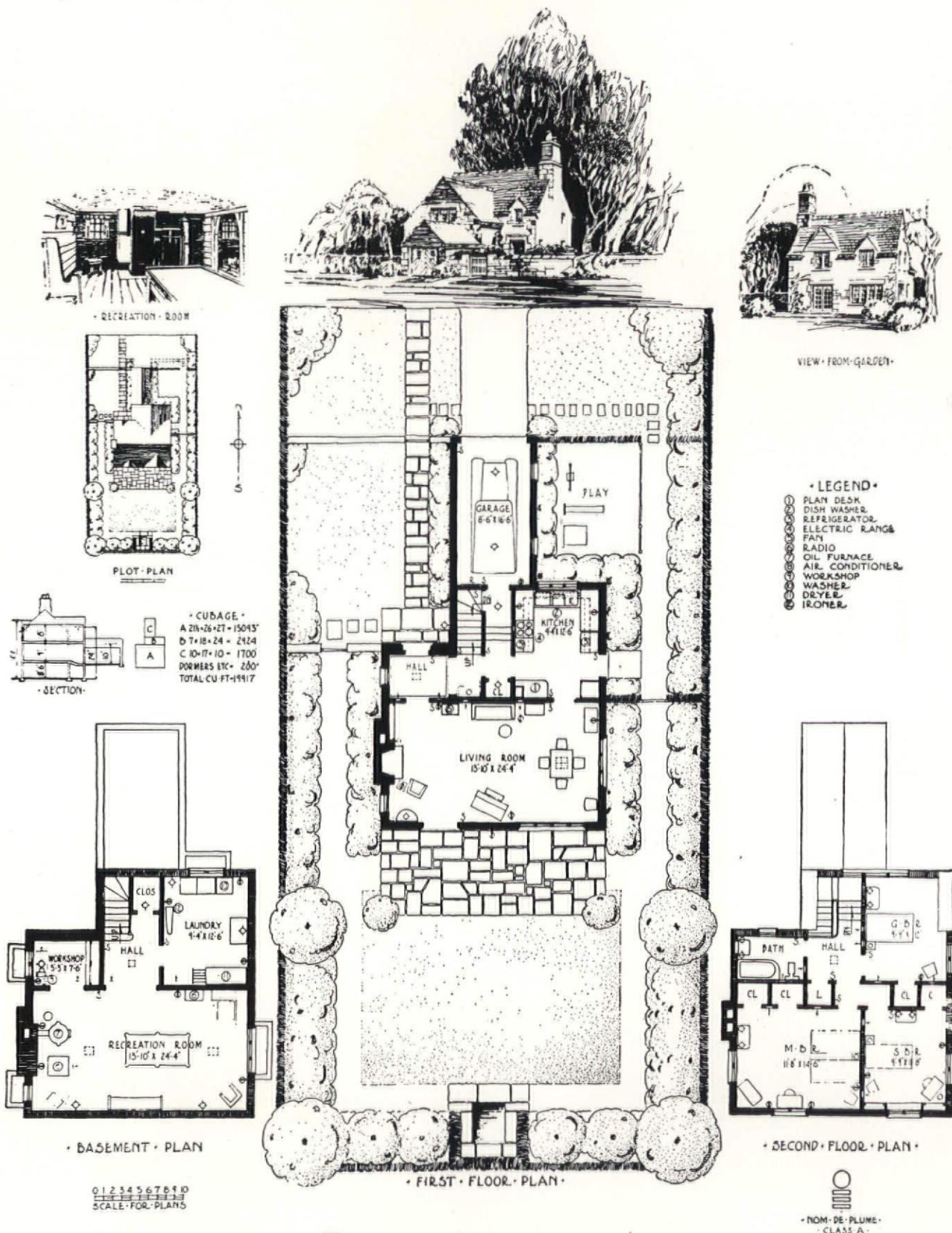


V
A

"The house has been placed to permit the maximum number of important rooms to face the large secluded garden to the south. The living room provides for the full enjoyment of this garden when weather conditions prevent sitting outdoors. Guests may be brought directly down from the hall to the game room for aperitifs, avoiding possible confusion as the last preparations for the meal are being made upstairs. The game room includes a work bench with cabinets for the owner's use and orderly storage of his sporting and professional equipment."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

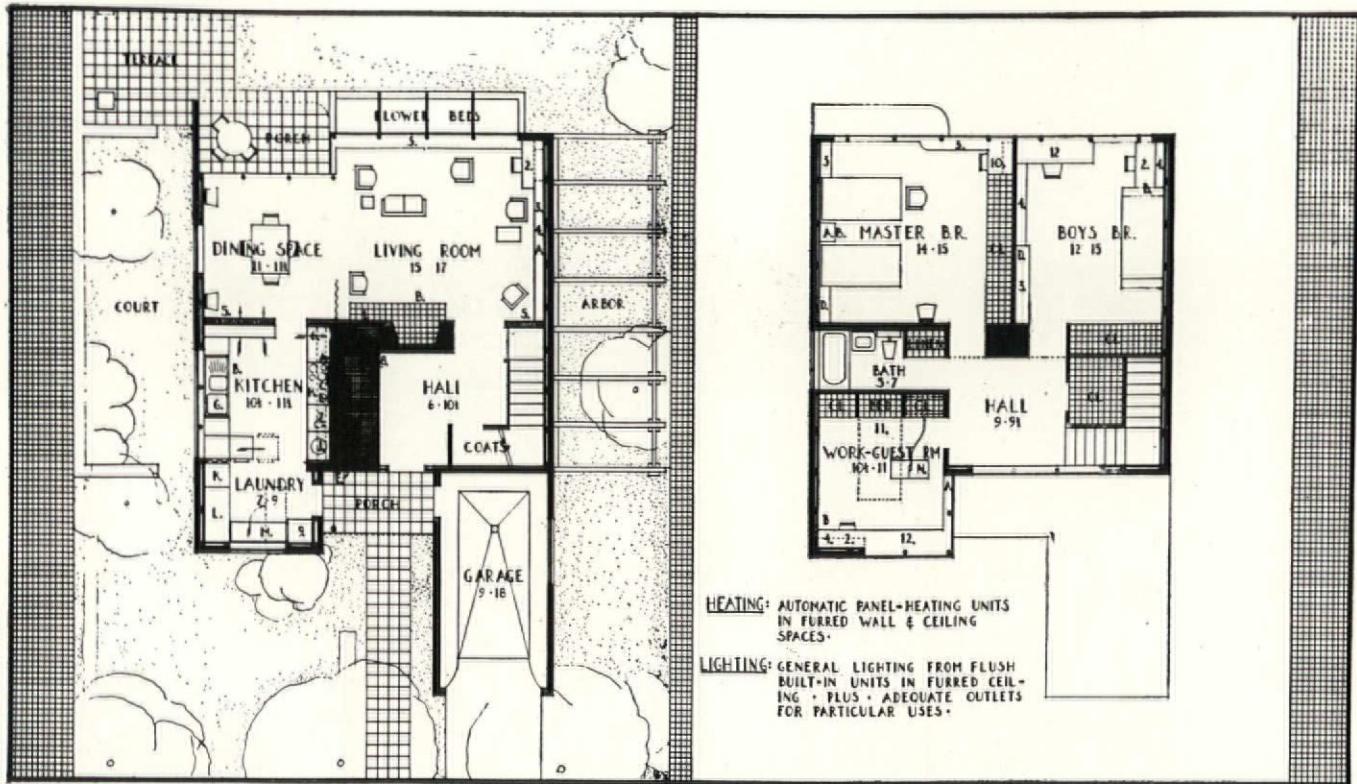
JONAS PENDLEBURY, SCARSDALE, NEW YORK
MENTION—CLASS A



SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

The living room as a single unit with dining facilities consisting merely of furniture has been well thought out. In this, traffic routing is smartly facilitated by the intelligent relation between window and door on its south side. The kitchen is perhaps too wide for the complete comfort of the housekeeper but otherwise it is well arranged and related to the rest of the house. Note, in this connection, that Mrs. Bliss can watch her son at play while she is preparing a meal. On the second floor, the route from bedroom to bath is somewhat too long and complicated.

KENNETH KASSLER, PRINCETON, N. J.
MENTION—CLASS A

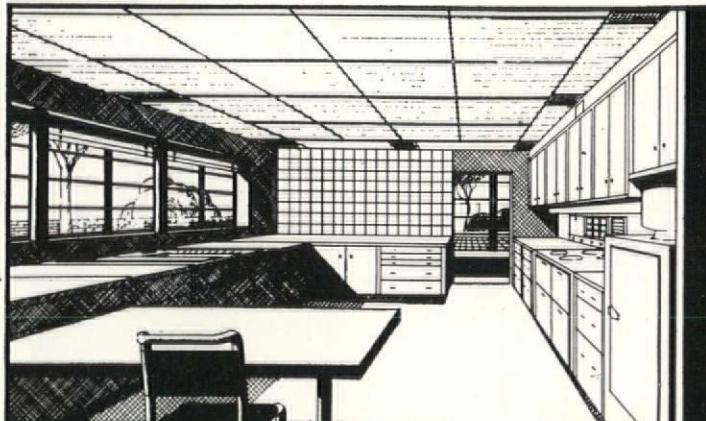


KEY:

- 1. WOOD BOX
- 2. DESK
- 3. SHELVES & CUPBOARDS
- 4. BOOKS
- 5. GLASS BRICK PARTITIONS
- 6. INCINERATOR
- 7. LIGHT STRIP
- 8. WATER-HEATER
- 9. BROOM CLOSET
- 10. DRESSING TABLE
- 11. FOLDING BED
- 12. BENCH OR TABLE
- 13. TOOLS (PLOT PLG)
- 14. SAND PILE
- 15. B
- 16. C
- 17. D
- 18. E
- 19. F
- 20. G
- 21. H
- 22. I
- 23. J
- 24. K
- 25. L
- 26. M
- 27. N
- 28. O
- 29. P
- 30. Q
- 31. R
- 32. S
- 33. T
- 34. U
- 35. V
- 36. W
- 37. X
- 38. Y
- 39. Z

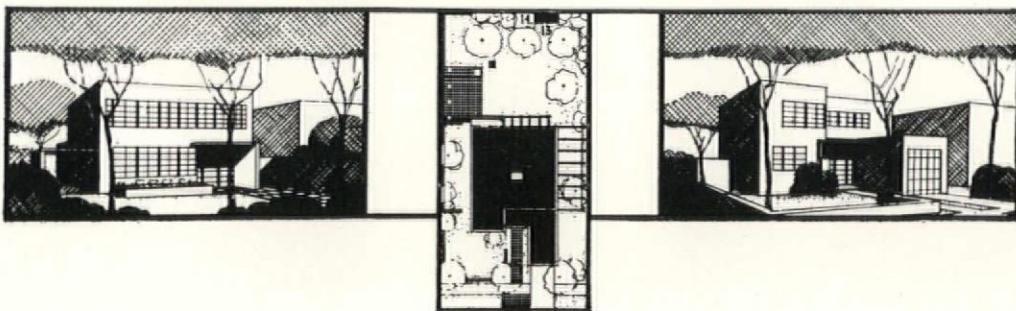
CUBAGE:

	A	B	C	D	E	F
VOLUMES:						
A-- 50-28-19						16.000
B-- 8-11-3-10						62
C-- 12-2-17						1.60
D-- 8-9-3-10						1.12
E-- 10-10-10						1.630
TOTAL IN CUBIC FEET						19,644



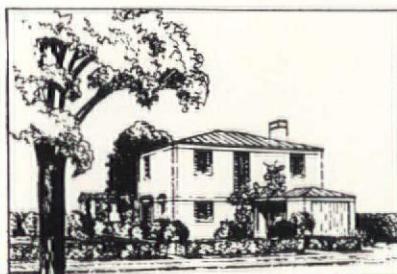
GE EQUIPMENT:

GENERAL:	
A. RADIO	...
B. CLOCK	...
C. FAN	...
D. SUN-LAMP	...
HEATER ROOM:	
E. GAS FURNACE	...
F. AIR-CONDITIONER	AC-1
KITCHEN:	
G. SINK & DISHWASHER	...
H. RANGE	...
J. REFRIGERATOR	...
LAUNDRY:	
K. WASHER	...
L. DRYER	...
M. IRONER	...
WORK ROOM:	
N. WORKSHOP	...



This plan lends itself to the logical use of prefabricated units. Access to the hall from the kitchen is successfully carried out. Most unusual point is that the house is designed to be heated throughout by panel heating in furred wall and ceiling spaces disposed uniformly over the entire area. When they planned the glass partition in the dining room, the architects calculated that at 10 a.m. and 2 p.m. at the winter solstice in the latitude of Chicago the sunlight will penetrate 18 ft 0 in. into the dining room. At any other time, therefore, there will be even more sunlight.

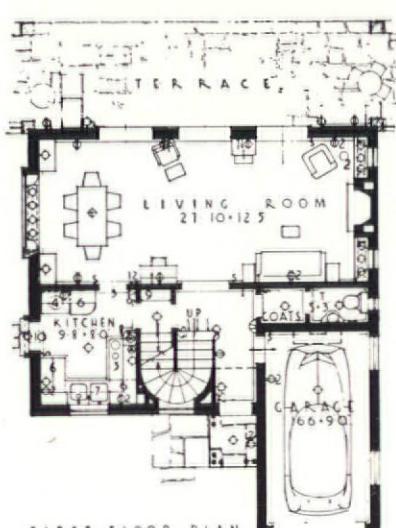
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



PERSPECTIVE FROM STREET



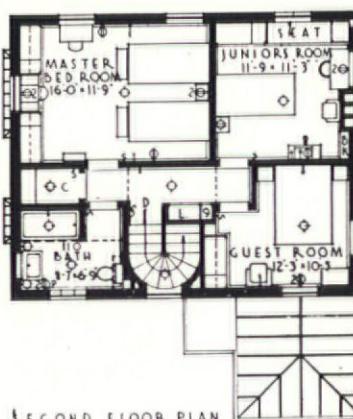
PERSPECTIVE FROM GARDEN



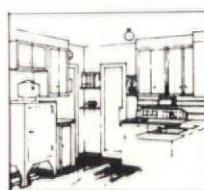
FIRST FLOOR PLAN



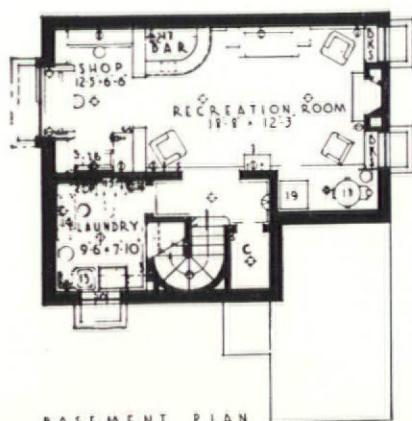
LOT PLAN



SECOND FLOOR PLAN

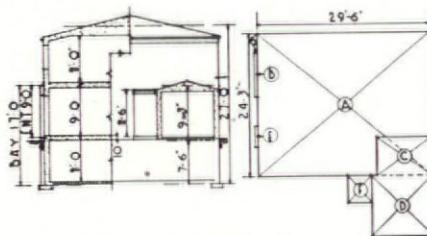


KITCHEN



BASEMENT PLAN

LEGEND	
1	RADIO M-107
2	SUNLAMP D-07
3	CLOCK A-02
4	REFRIGERATOR
5	ORANGE C-12
6	G-E CABINETS
7	DISHWASHER C
8	RADIO M-51
9	CLEANERS A-20(M)
10	FAN S-1X95
11	SUN LAMP B-01
12	HEAT CONTROL
13	WASHER 2G
14	IRONER A-010
15	IRON 119794
16	G-E WORKSHOP
17	HOT POINT H-1850
18	BOIL FURNACE L-4
19	CONDITIONER A-3



CUBAGE TABULATION & DIAGRAMS

A —	29.5 x 24.25 x 7.0	19,314.99 ³	CU. FT.
B —	7.5 x 5 x 17.0	67.75 ³	CU. FT.
D —	10.5 x 10.25 x 9.25	995.48 ³	CU. FT.
E —	3.5 x .5 x 8.5	14.88 ³	CU. FT.
F —	4.5 x 4.0 x 9.0 + 4	40.50 ³	CU. FT.
		20429.40	CU. FT.
C —	UNE(X.925+6.5) x 7.5	= 450.92 ³	CU. FT.
		19,971.43	CU. FT.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

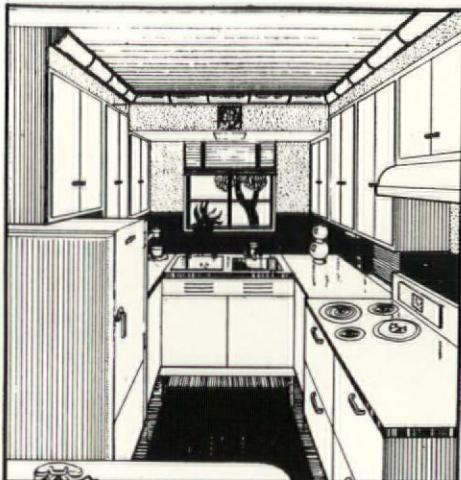


A compact little plan which will provide for very pleasant living, although again the distance from the boy's room to the bathroom is excessive. This objection, however, is offset by the ease of the upkeep of the first floor and the economy gained by using so large a proportion of the cellar.

FREDERICK M. MOSS, WASHINGTON
MENTION—CLASS A

•GENERAL-ELECTRIC-EQUIPMENT•

- 1 CLOCK
- 2 SUN LAMP (P-PORTABLE) 421528
- 3 RADIO-MG. IN LB. OTHERS 14
- 4 REFRIGERATOR K5
- 5 RANGE G11
- 6 DISHWASHER & SINK C
- 7 VENTILATING FAN 51X995
- 8 MIXER 49X390
- 9 COOKIE MAKER 149P83-34997
- 10 CHAFING DISH 124Y185
- 11 URN SET 114379
- 12 TOASTER 19T38
- 13 HOT PLATE 131D31
- 14 CLEANING CENTER AV2
- 15 WASHER AW2
- 16 IRONER AF10
- 17 DRYER AF1
- 18 E-E LATHE 18' X 32'
- 19 E-E OIL FURNACE AA4
- 20 E-E AIR CONDITIONER AA3
- 21 INFRA-RED LAMP 1R2
- 22 RAZOR BLADE SHARPENER 309L17
- 23 CURLING IRON 19L11



•MECHANICAL-EQUIPMENT•

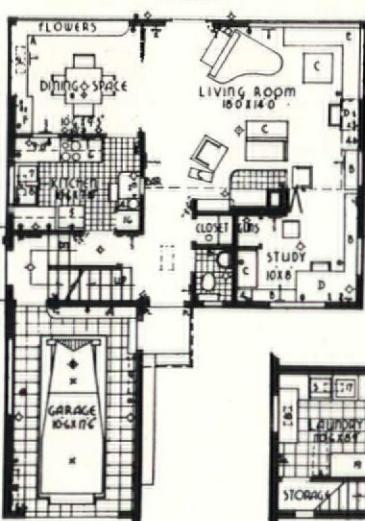
- ◆ SWITCH FLOOR OUTLET
- ◆ CEILING LIGHT PUSH BUTTON
- ◆ DROP LIGHT METER C BOARD
- ◆ BRACKET SUN LAMP
- ◆ SOHIT LIGHT TELEPHONE
- PANEL LIGHTING OUTLET REGISTER
- ◆ COVE LIGHT REFRIGERATOR
- ◆ POWER OUTLET RADIATOR
- ◆ CONV. OUTLET SET TWO
- ◆ FOLDING CURTAIN FOLDING PARTITION
- ◆ AUTOMATIC SWITCH FOR GARAGE DOORS
- X SPRINKLER HEAD

•FURNITURE•

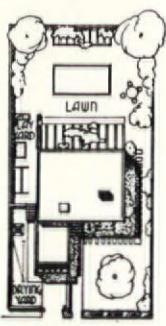
- | | |
|-----------|-------------------|
| A SHELVES | CHASE LONGUE H |
| B BOOKS | DRESSING TABLE J |
| C CHASE | PING PONG TABLE K |
| D DESK | SCALES L |
| E SEAT | DENTAL BENCH M |
| F BUFFET | WORK BENCH Q |
| G DRESSER | |

•KITCHEN•

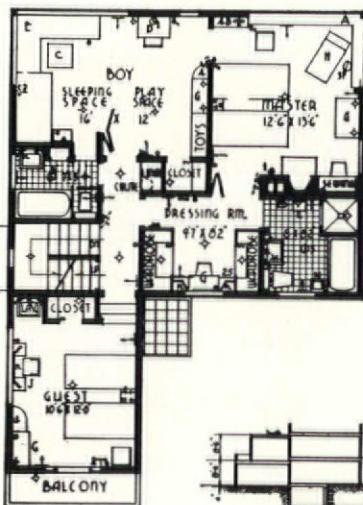
TERRACE



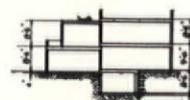
•FIRST FLOOR•



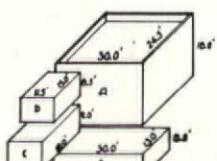
•BASEMENT•



•SECOND FLOOR•



•SECTION•



UNIT LENGTH	WIDTH	HEIGHT	CUBE
A	300	24.5	480
B	300	13.0	480
C	100	13.0	331.5
D	13.0	13.0	2.663
TOTAL			8674

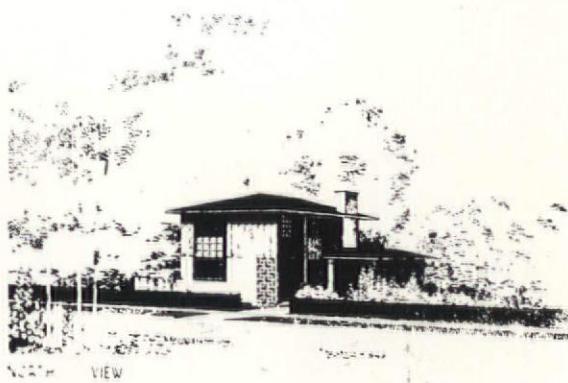


CLASS A

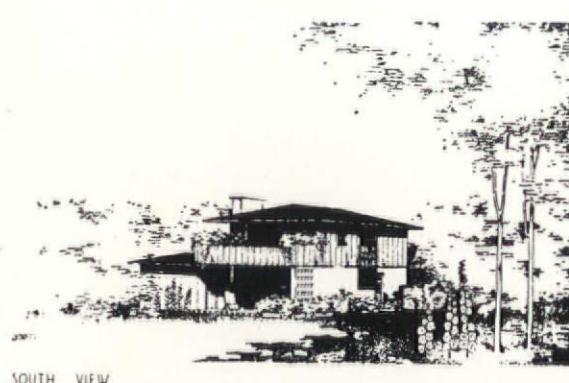
The arrangement of a study separated from the living room by a folding partition materially increases the sense of space. This same type of arrangement is carried into the second floor and is at its best in the boy's room. There should be many times when the folding partition between the master's room and the dressing room would also be a great convenience, as it enables the owner's bathroom to be put at the disposal of the guest. This type of plan with room for only an occasional guest is materially increased in efficiency by the lavatory shown in the alcove of that guest room.

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

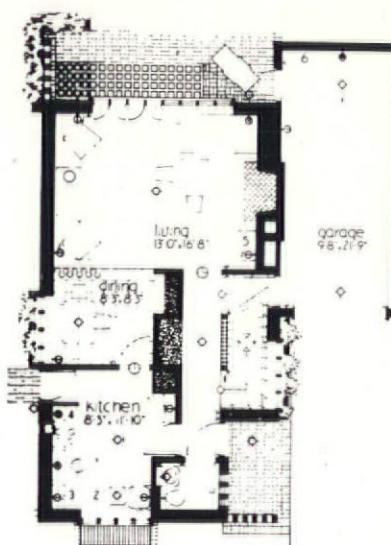
PAUL SCHWEIKHER and THEODORE WARREN LAMB, CHICAGO
MENTION—CLASS A



NORTH VIEW

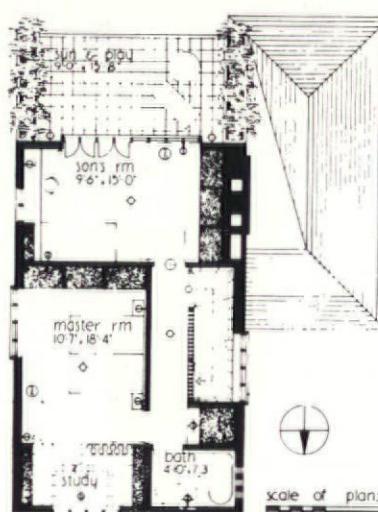


SOUTH VIEW

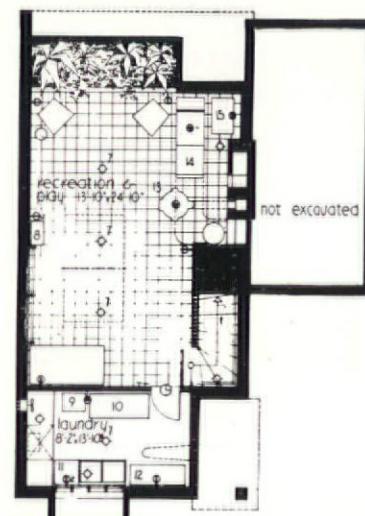


FIRST FLOOR

KEY TO GE EQUIPMENT: 1 refrigerator - K5 2 sink-floor type - B 3 cabinets - D 4 range - GII 5 radio - M-25 6 GE workbench 7-67 sunlamps 8 radio - M-67
9 hot plate 10 dryer 11 washer 12 ironer 13 oil furnace 14 air conditioner & cooler 15 condensing unit

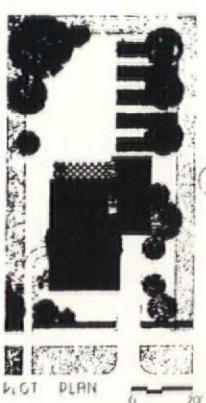


SECOND FLOOR

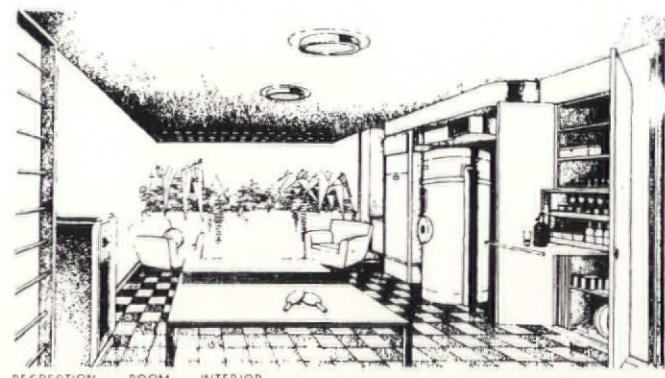


BASIMENT

scale of plans
0 5 10



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



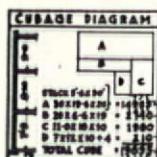
RECREATION ROOM INTERIOR

CUBAGE:	
C	D-15x-8ft-8ft 5 1120 1147.75
b	D-19x26x8ft 8ft 4280 4731.75
c	C-8x30x8ft 7 ft 186 174.45
f	G-15x-8ft-9 ft 1180 1147.75
e	E-19x7x8ft 9 ft 4700 4731.75
a	F-3x6-19ft-9 ft 256 174.45
d	G-23x10x10 ft 2340 2341.75
h	H-4x-8ft-9ft 370 323.25
J	J-19x30x6ft 5 5400 5444.75
K	K-4x-19x8ft 4 160 142.45
 total	
	19992
	Tire 19,843.75
 SECTION	

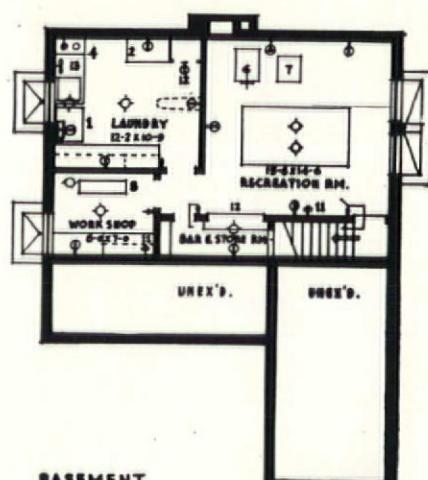
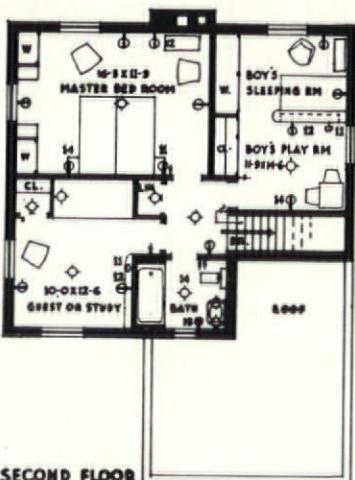
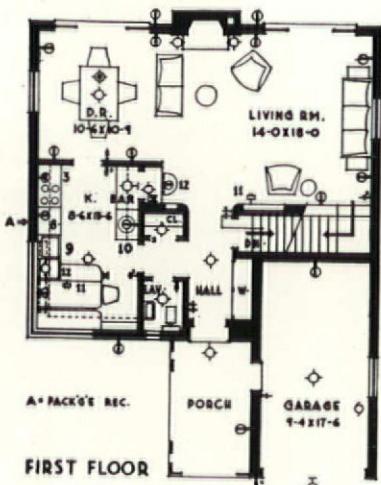
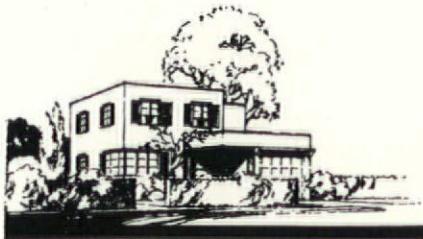
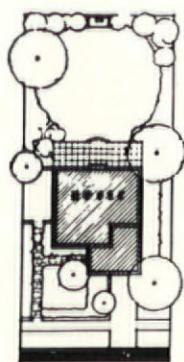
CLASS A

This small house design by the architects who were awarded the grand prize in Classes C and D is an interesting contrast to their prize-winning plan. As much as one may agree with the multiple use of special entities, it is difficult to accept the idea that a man of Mr. Bliss' interests could work undisturbed in the study alcove off the bedroom. Most interesting feature is the use of glass bricks in the terrace off the living room to bring light to the south end of the recreation and play room in the basement. Notice also the sloping wall, at this point to reflect light back into the room.

**ROY E. NELSON and E. LESTER BALSTAD, CLEVELAND
MENTION—CLASS A**

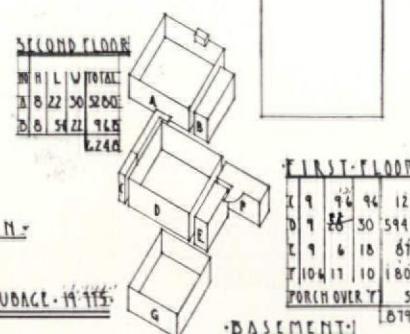
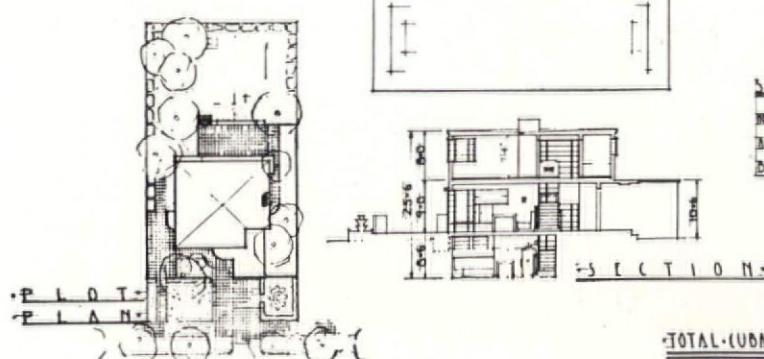
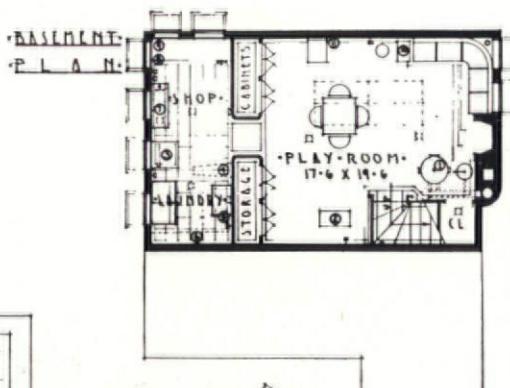
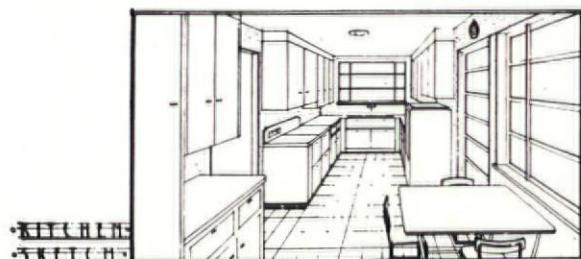
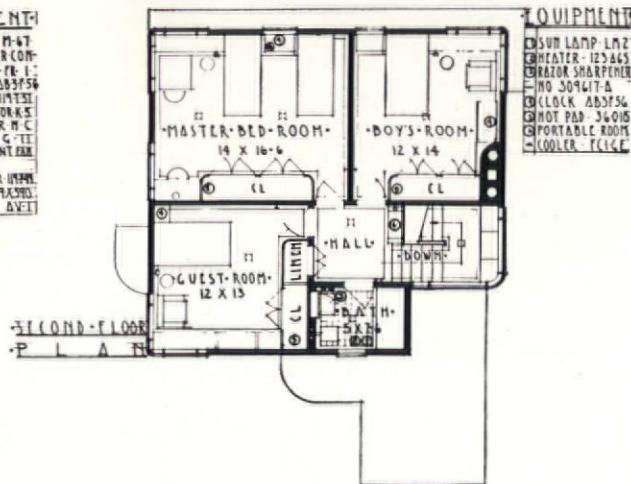
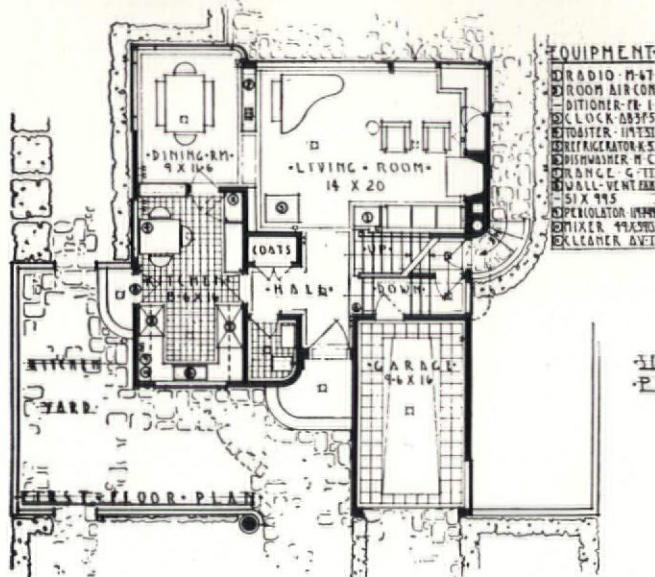


E-E EQUIPMENT	
1	WALKIE
2	MICROPHONE
3	RADIOS
4	ROT FLASH
5	WEAR SHIRT IN BLACK, NEATLY
6	GAS FUEL
7	ARM CLOTH
8	FOOD MIX
9	BUSHWASHER & SINK
10	MONITOR TOP REFTOR



Another compact plan of the type that readily lends itself to the use of prefabricated units if desired. Usually a fireplace situated like this one is not convenient, but in this case the arrangement precludes any objection. For the second floor plan with only one bathroom, the route from any bedroom to the bath is unusually short and direct. There remains a doubt as to the advisability of blanking so much of the southern exposure by a chimney.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



SUBMITTED BY

CLASS A

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

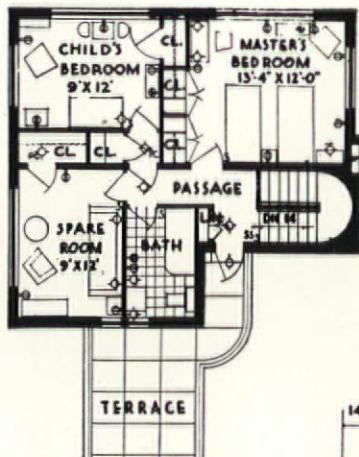
In this plan the problem of serving three bedrooms with a single bathroom is extremely well handled. On the first floor an unusual but practical feature is the use of a double-sided glass cabinet between kitchen and dining room. This can presumably be used also as a pass window for serving purposes. Modern in its approach to the problem and in the arrangement of such details as closets, this solution suffers when it calls for curved walls at various points, which would make it difficult to execute the plan economically with any sort of prefabricated material.

CONSTANTIN A. PERTZOFF, BOSTON
MENTION—CLASS A

KITCHEN EQUIPMENT	MASTER'S BEDROOM
① DISHWASHER C6F	CLOCK AB7F54
② RANGE G13	FAN 19X27I
③ REFRIGERATOR X5	RADIO M40
④ EXHAUST FAN S12995	HEATING PAD I26Q14
CLEANER (REAR ENTRY) AY4	CHILD'S BEDROOM 9'X12'
PERCOLATOR I19P49	SPARE ROOM 9'X12'
TWIN HOTPLATE I31D51	CLOCK AB5F60
TOASTER I19T58	FAN 42X52B
SANDWICH GRILL	HEATING PAD I36Q18
CHAFING DISH I29G21	SPARE ROOM
WAFFLE IRON I19Y182	FAN 42X52B
MIXER 49X590	
CLOCK AB2FD4	
LIVING AND DINING ROOM	
CLOCK AB4F54	
RADIO H89	
FAN SSX165	
ENTRANCE HALL	
CHIMES	

A=POLY 25X25X26.5=15602.50
B=6.25X16.5X26.5= 2752.125
C=0.25X14.5X15= 1527.375
D=.75X0.75X26.5= 193.781
TOTAL=19755.781 CU.FT.

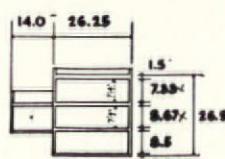
A
D
B
C



SECOND FLOOR PLAN

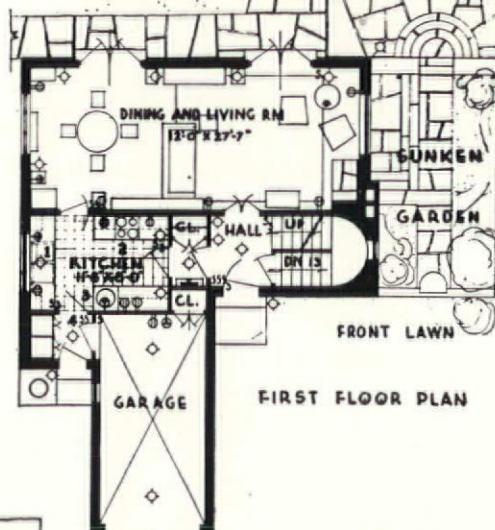
CLOCK AB8F02
FATHER'S STUDY
② WORKSHOP
DISC STOVE I19D14
SOLDERING KIT I39S59
FAN TYPE HEATER I23A65
FAN 42X52B
CLOCK AB3F56
LAUNDRY
② WASHER AW25
② IRONER AF10
② DRYER AD1
AUTOMATIC IRON I19F94
FAN 19X27I

LIST OF UNNUMBERED ITEMS IS TENTATIVE



GARDEN

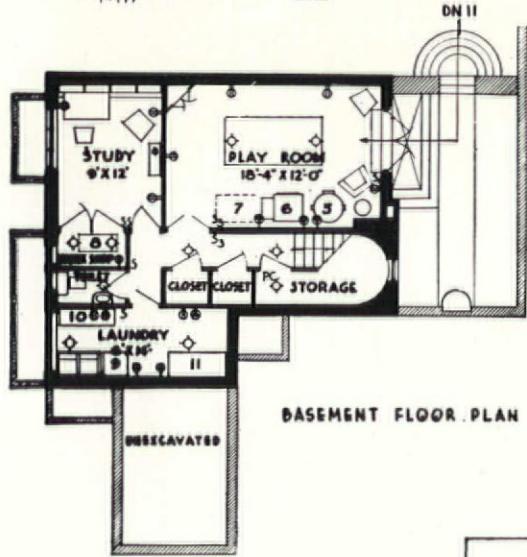
PAVED TERRACE



FIRST FLOOR PLAN



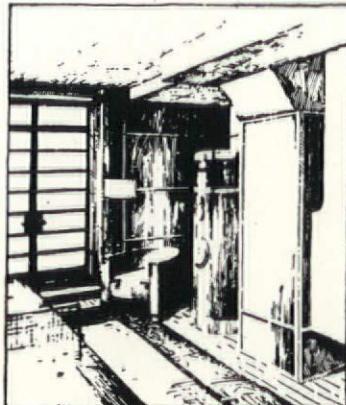
PLOT PLAN



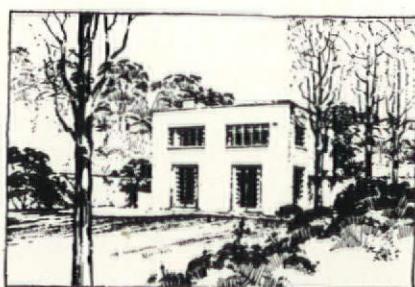
BASEMENT FLOOR PLAN



VIEW FROM THE STREET



PLAY ROOM



VIEW FROM THE GARDEN



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

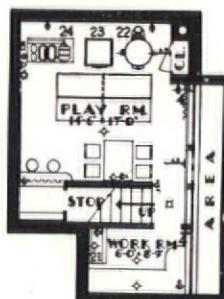
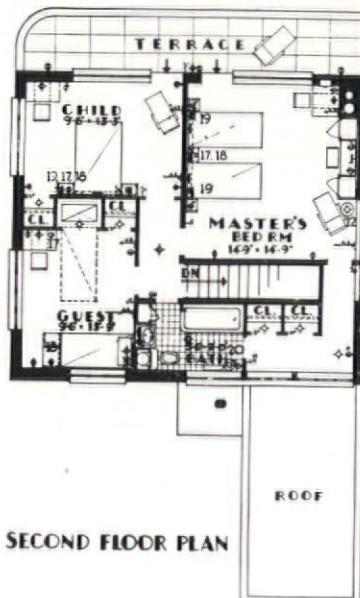
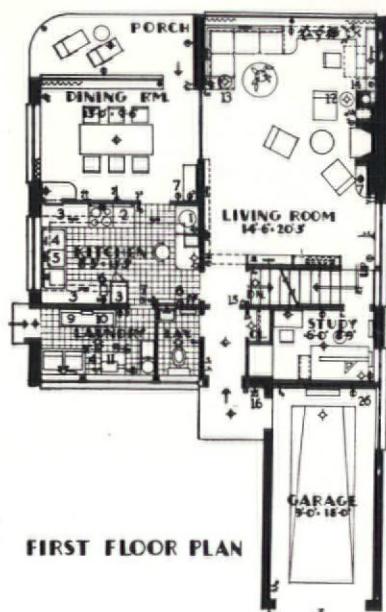
"This house turns its back toward the street and faces the garden. It is the belief of the designer that in a small house the element of quiet and privacy is even more important than in a large one, as the inhabitants are more crowded together. To insure this privacy and quiet, the communications are particularly carefully studied in this house. All rooms are directly accessible from the halls. Bedrooms are separated from each other by rows of closets. Child's room is further protected by double doors. The study is located in the farthest and quietest corner of the house."



GARDEN VIEW



STREET VIEW



AIR SUPPLY DUCT
AIR EXHAUST DUCT
RADIATORS



SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

- ELECTR. SYMBOLS**
- ◊ CEILING OUTLET
 - WALL OUTLET
 - FLUSH LUM. WALL PLATE OR CONCEALED LIGHT
 - △ FLUSH CEILING UNIT
 - FLUSH INDIRECT WALL UNIT
 - FLUSH NIGHT LIGHT
 - OUTSIDE WALL UNIT
 - TWIN CONVENIENCE OUTLET
 - LUMINOUS HOUSE NUMBER
 - BURGLAR LIGHT
 - RADIO OUTLET
 - FAN OUTLET
 - SINGLE POLE SWITCH
 - THREE WAY SWITCH
 - AUTOMATIC DOOR SWITCH
 - KEY PUSH BUTTON SWITCH
 - REMOTE CONTROL
 - TELEPHONE
 - CLOCK MASTER
 - CLOCK SECONDARY
 - PUSH BUTTON PLATE
 - BELL
 - METER
 - TRANSFORMER
 - MOTOR

G-E EQUIPMENT

- 1 REFRIGERATOR
- 2 RANGE
- 3 CABINET
- 4 FAN
- 5 DISHWASHER
- 6 MIXER
- 7 TELECHROME GLOCK
- 8 LOUDSPEAKER
- 9 FLAT IRON
- 10 FLAT PLATE IRONER
- 11 WASHER & WRINGER
- 12 FLOOR LAMP
- 13 TABLE LAMP
- 14 RADIO
- 15 DOOR BELL CHIMES
- 16 LIGHTED HOUSE NUMBER
- 17 TELECHR. ALARM GLOCK
- 18 EXTENSION LOUDSPEAKER
- 19 NIGHTLIGHT
- 20 SUNLAMP
- 21 WORKSHOP
- 22 OIL FURNACE
- 23 AIR CONDITIONER
- 24 CONDENSING UNIT
- 25 BELL TRANSFORMER
- 26 CHARGER

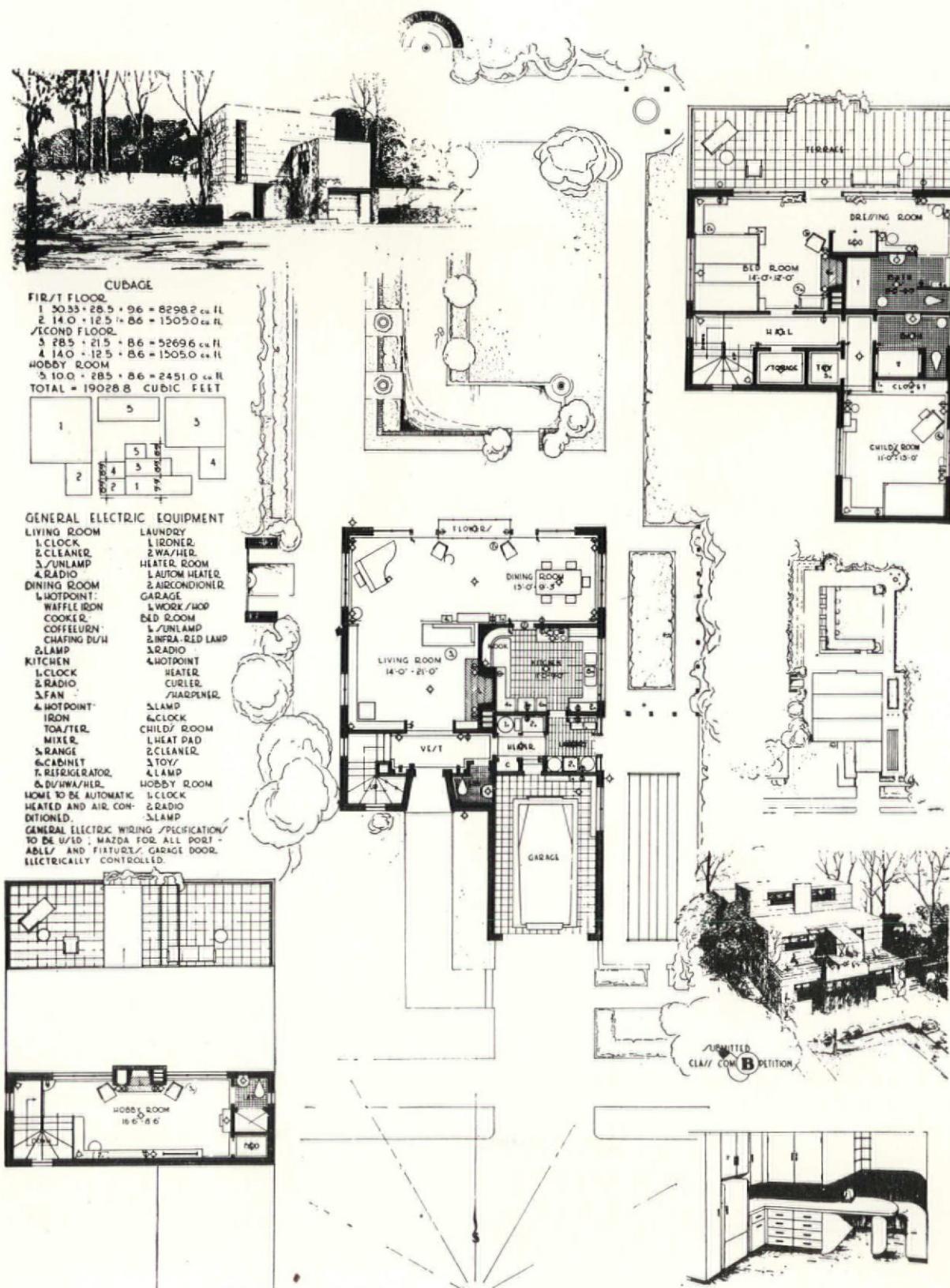
CUBAGE

A	30'-0" x 26'-0" x 18'-0"	14,040.00
B	12'-0" x 12'-0" x 9'-0"	132.68
C	16'-6" x 5'-6" x 9'-0"	816.75
D	10'-3" x 18'-9" x 8'-6"	1,533.55
E	10'-5" x 6'-0" x 8'-6"	522.75
F	16'-6" x 18'-9" x 8'-6"	2,629.68
G	25'-0" x 12'-0" x 4'-6"	119.10

TOTAL 1981651 CU FT

CLASS A

A plan in which circulation has been thoroughly studied. As a matter of fact, the circulation from the kitchen through the dining room to the porch beyond is much better than in many other plans with more or less the same general arrangement. Furthermore, the social groupings at the fireplace and diagonally across in the corner of the living room are less liable to disturbance from others passing through the house than in a number of other plans. The second floor is also compact and straightforward. Note the arrangement around the stair which provides a dressing room, master bedroom and bath.

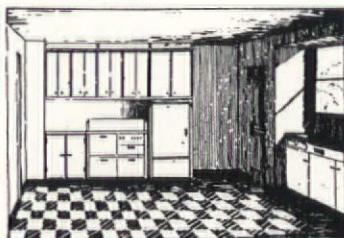


"Designed to reflect the temper of its time, the house is devoid of over-complexity, and is truly characteristic of the family it is to serve. Function and fitness of purpose are expressed: air conditioning and automatic heating; private in all public views; no cost of basement excavation; hobby room for many other purposes such as use as spare bedroom; well fitted out garage, convenient for modern wood work; sun terrace, convenient and private; rear yard, fully accessible. Electric light and appliances to be used as an element of decoration as well as an instrument of comfort and convenience."

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

KEY TO APPLIANCES

- 1-OIL FURNACE LA-4
- 2-AIR CONDITIONER AA-3
- 3-REFRIGERATOR K-5
- 4-DISHWASHER, MODEL "D" CAB-T
- 5-RANGE G-13
- 6-CLOTHES WASHER AW-25
- 7-CLOCK AB 35-54
- 8-WALL VENTILATING FAN
- 9-SUNLAMP
- 10-ILLUMINATING CLOCK
- 11-SUNLAMP
- 12-INFRA-RED LAMP
- 13-LATHE



INTERIOR.

HOT-POINT-APPLIANCES

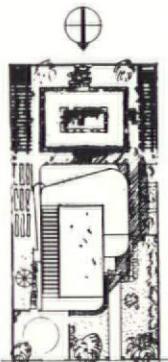
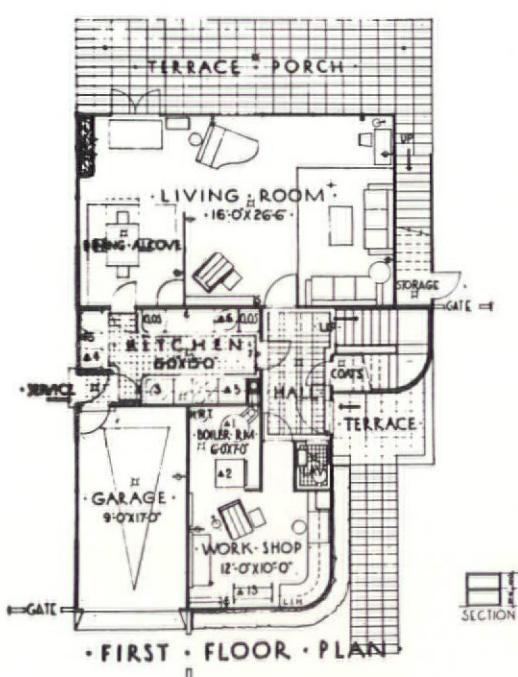
- IN-KITCHEN -
 - PORTABLE IRON
 - VACUUM CLEANER
 - AV-2(AIRFLOW) AV-20(TIDY)
 - URN SET, PERCOLATOR, WAFFLE IRON
 - TOASTER, COFFEE MAKER, ETC.
- IN-SON'S-ROOM -
 - RADIO, IMMERSION HEATER
 - IN-BATH-ROOM -
 - RAZOR BLADE SHARPENER AND IMMERSION HEATER FOR SHAVING,
 - CURLING IRON
 - IN-MASTERS-BEDROOM -
 - SUN LAMP, INFRA-RED LAMP, RADIO



VIEW FROM STREET

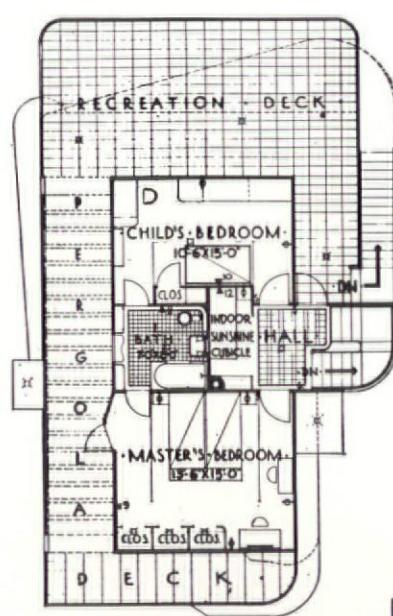


VIEW FROM GARDEN



CUBAGE

FIRST FLOOR	A=10206 CU FT
B= 650 "	C= 850 "
D= 120 "	
TOTAL = 11766 CU FT	
SECOND FLOOR	E=4536 CU FT
F= 650 "	G= 480 "
TOTAL = 5866 CU FT	
G=TOTAL=17654 CU FT	



SECOND FLOOR PLAN

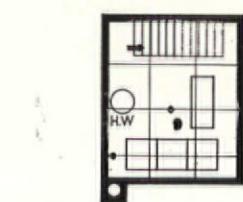
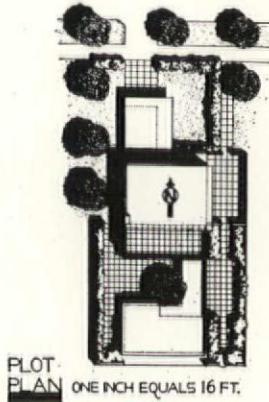


SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"From entrance hall one gets a visual impression of a spacious living room which has an unobstructed view of the garden, the south wall being a continuous window. Subdivision of living room and dining space is suggested by a low screen. Dining space has eastern exposure and is of such dimensions that additional guests can be accommodated. In order to obtain seclusion of the garden and separate the house from its neighbors, the lot is partially enclosed by a 6 ft. 6 in. garden wall. Entrance hall receives abundance of light by the use of opaque curved glass wall."

G-EQUIPMENT

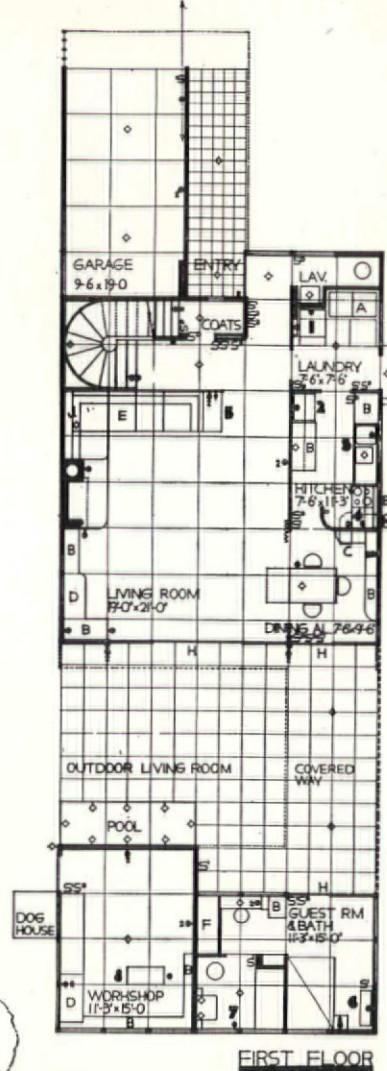
- 1 WASHING MACHINE & IRONER
- 2 REFRIGERATOR
- 3 DISHWASHER
- 4 RANGE
- 5 RADIO
- 6 UNIT ROOM AIR CONDITIONER
- 7 HEATER
- 8 6-E-WORKSHOP UNIT
- 9 COMPLETE AIR CONDITIONING PLANT



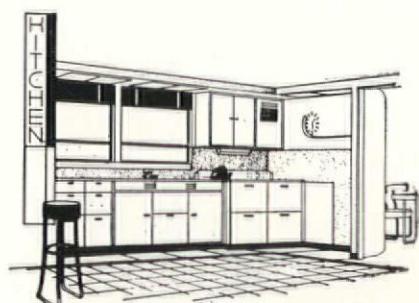
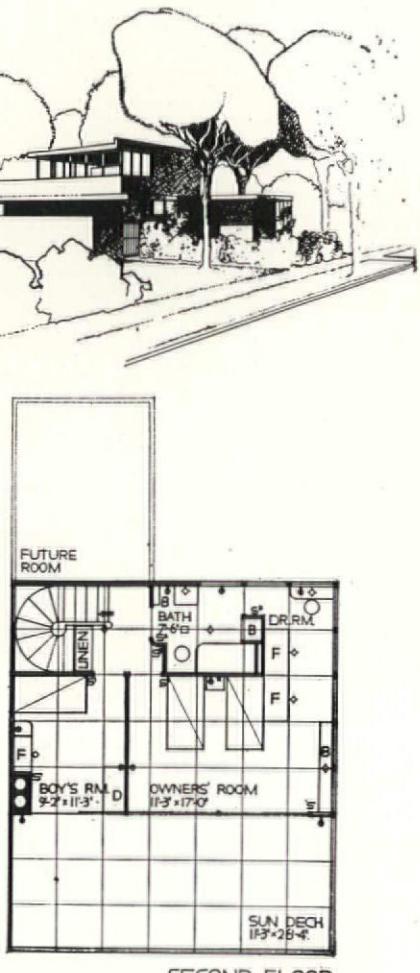
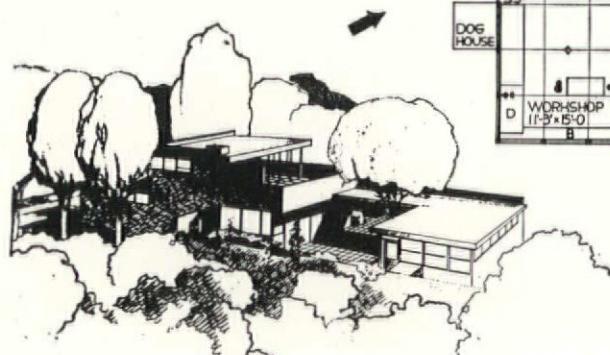
CUBAGE

	CU.FT.
1 15.33x12.00x9.25	1702
2 15.66x12.00x9.25	1757
3 7.66x15.33x8.75/4	257
4 3.68x15.33x8.75/4	128
5 3.68x27.31x9.25	8836
6 19.66x27.31x8.75	4696
7 15.58x10.50x9.25	1513
8 18.00x 5.00x8.75/4	197
9 14.50x12.16x7.50	1350

TOTAL 19936



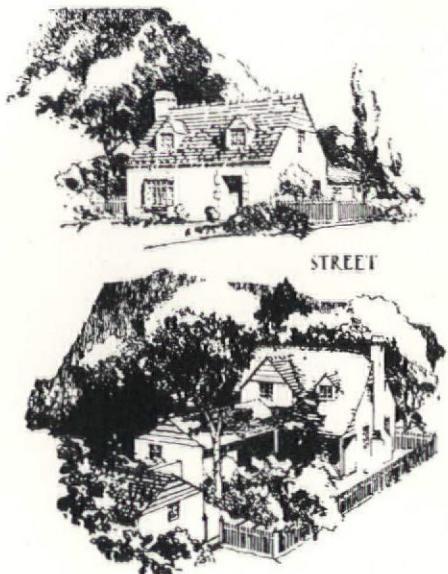
- EQUIPMENT
- A. LAUNDRY TRAYS CABS. ABOVE
 - B. CABINETS.
 - C. PIVOTED DISH TRUCK
 - D. DESK
 - E. BUILT-IN COUCH
 - F. WARDROBE.
 - G. BENCH
 - H. SLIDING DOORS
 - J. BOOKCASE



SUBMITTED BY
SOMBRERO
CLASS B

"The house is designed to capitalize to the fullest the all year round possibilities of Southern sunshine. As much of the necessary furniture as possible should be built in. As designed, it has a light steel frame, steel pan floors and decks, and the exterior is covered with metal lath and plaster, porcelain enameled steel, or any other fire resistant material. The house, with slight changes, could be built of wood. The separate building containing the guest room and studio work shop, connected, however, with the main house by a covered way, has many virtues."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



GARDEN

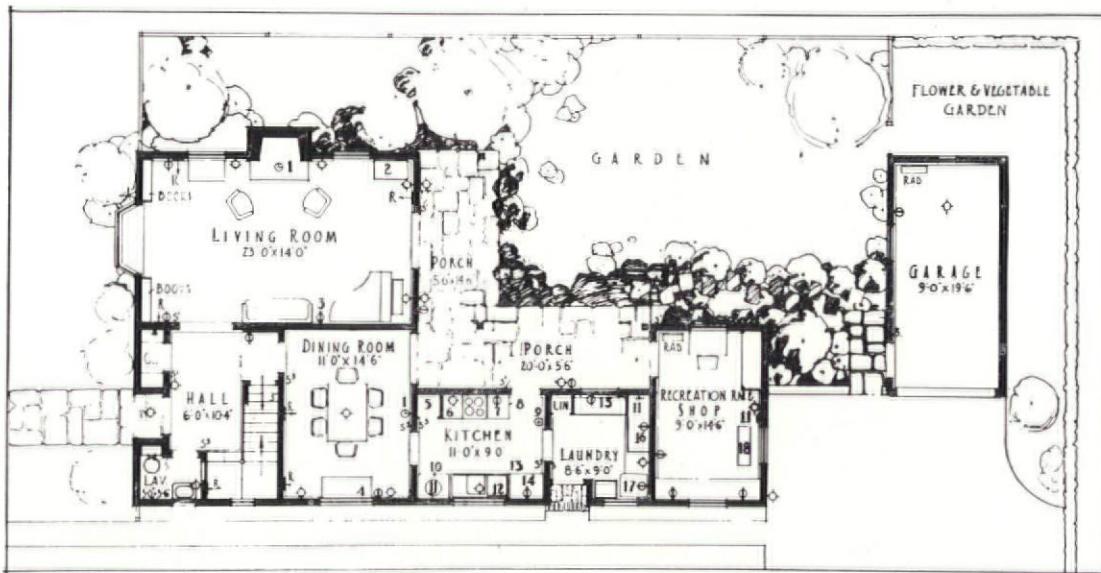


SECOND FLOOR PLAN

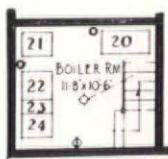
LEGEND	
1 AB88-OZ CLOCK	19 LMI SUNLAMP
2 M-86 RADIO	20 CM-BW CONDENSER
3 BMI SUNLAMP	21 RM-24 BOILER
4 IZ9GZI CHATING DISH	22 AC-3 AIR CONDITIONER
5 62424 T & AVGCLEANER	23 G-E COOLING UNIT
6 GII RANGE	24 RETURN PLENUM
7 II9883 PERCOLATOR	○ CEILING OUTLET
8 G-ZIB CABINET	◊ DROP CORD
9 ABZP-04 CLOCK	□ WALL BRACKET
10 T-9 REFRIGERATOR	△ WALL BRACKET PULL SW.
11 35X165 FAN	H FAN
12 DSY DISHWASHER, FLOORDR.	○ SINGLE CONV. OUTLET
13 G-56B CABINET	S LOCAL SWITCH
14 49X390 MIXER	△ 3 WAY SWITCH
15 AF-10 FLATPLATE	○ MOTOR
16 AD-1 DRYER	H PUBLIC TELEPHONE
17 AW-25 WASHER	○ CLOCK
18 G-E WORK SHOP	



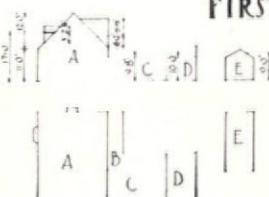
RECREATION RM. & SHOP



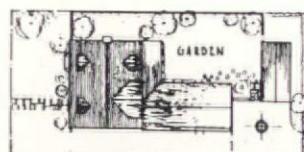
FIRST FLOOR PLAN



BASEMENT



A 24 X 30 X 17	12250
B 5'5 X 35 X 9 X 1/4	475
C 10 X 20 X 9.7	1940
D 10 X 15.5 X 10	1550
E 10 X 20.5 X 9	1845
BASEMENT 13 X 11 X 5 X 8	1196
DORMERS FLUE & DAY WIN.	686
TOTAL	19942



PLOT & ROOF PLAN

SHOP
CLASS B

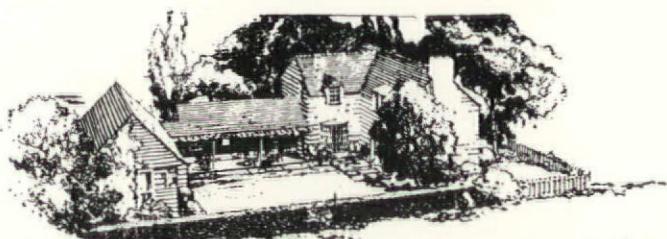
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"The home activities are arranged around the garden. With a youngster four years old, this is particularly important. He will spend most of his days there. In locating the particular rooms around the garden, it gives the mother an opportunity to keep an eye on her son without having to walk too far. Since Mr. Bliss is building the house principally for his son's sake, the hobby shop has been located on the garden, because as time goes on his son will take interest in the shop activities of his father and later will, no doubt, become a partner in the use of the room."

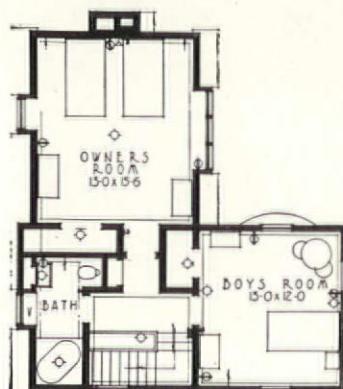
ARTHUR R. HUTCHASON, LOS ANGELES
MENTION—CLASS B



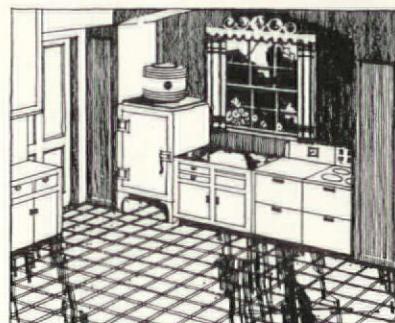
STREET



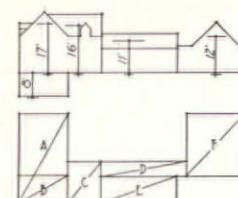
GARDEN



SECOND FLOOR

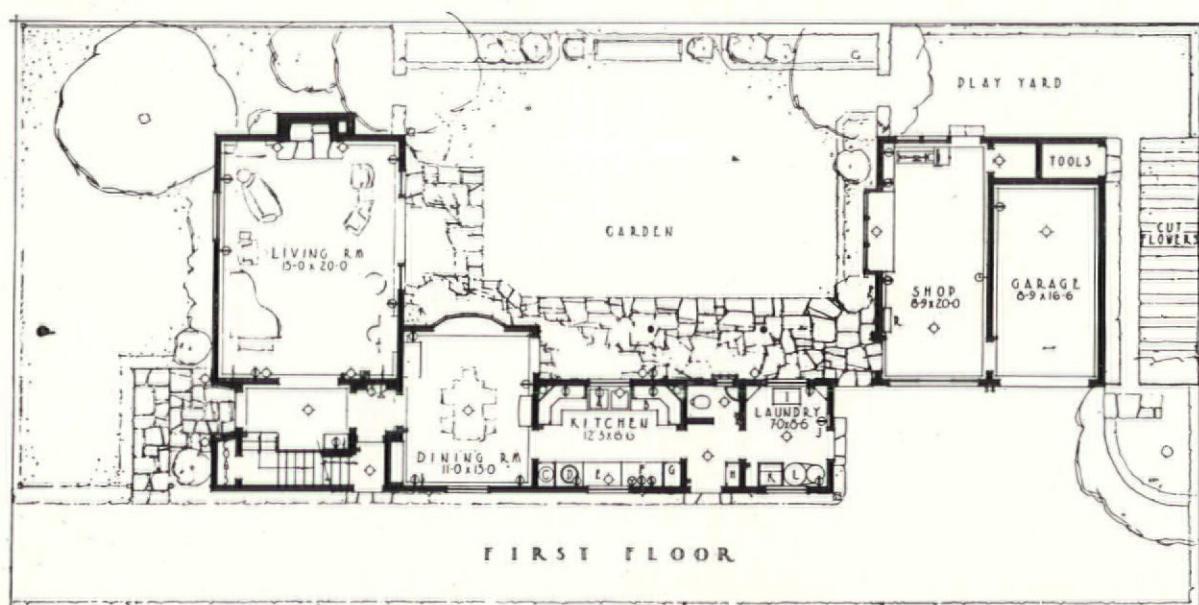


KITCHEN

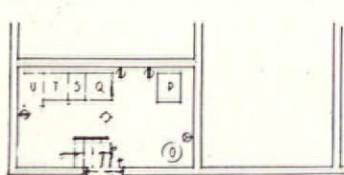


CUBAGE 19896

A	.50x16x17	8160'
B	9x10x10	1152'
C	11x14x16	2376'
D	45x25x9x25	2853'
E	95x25x10	2635'
F	19x21x12	4788'
DORMERS-BAYS-LTC.		319'



FIRST FLOOR

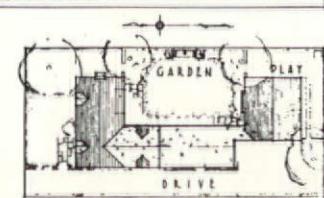


BASEMENT

- A DISH WASHER
- B METAL CABINET
- C COOLER
- D DRYER
- E IRON
- F IRONING BOARD
- G POT CLOSET
- H BROOM CLOSET
- I IRONER
- J IRONING BOARD
- K LAUNDRY TRAY

- L WASHING MACHINE
- M WORK BENCH
- N GARDEN SHED
- O ELECTRIC HEATER
- P ELECTRIC FURNACE
- Q AIR CONDITIONER
- R RADIATOR
- S COOLING UNIT
- T RETURN PLenum
- U COMPRESSOR
- V TOWEL CABINET

- W CEILING OUTLET
- X FLOOD LIGHT
- Y RECEIVERS
- Z BATH OUTLET
- A PAN OUTLET
- B RADIO OUTLET
- C ELECTRIC CLOCK
- D TELEPHONE
- E HUMIDISTAT
- F THERMOSTAT
- G 3 WAY SWITCH

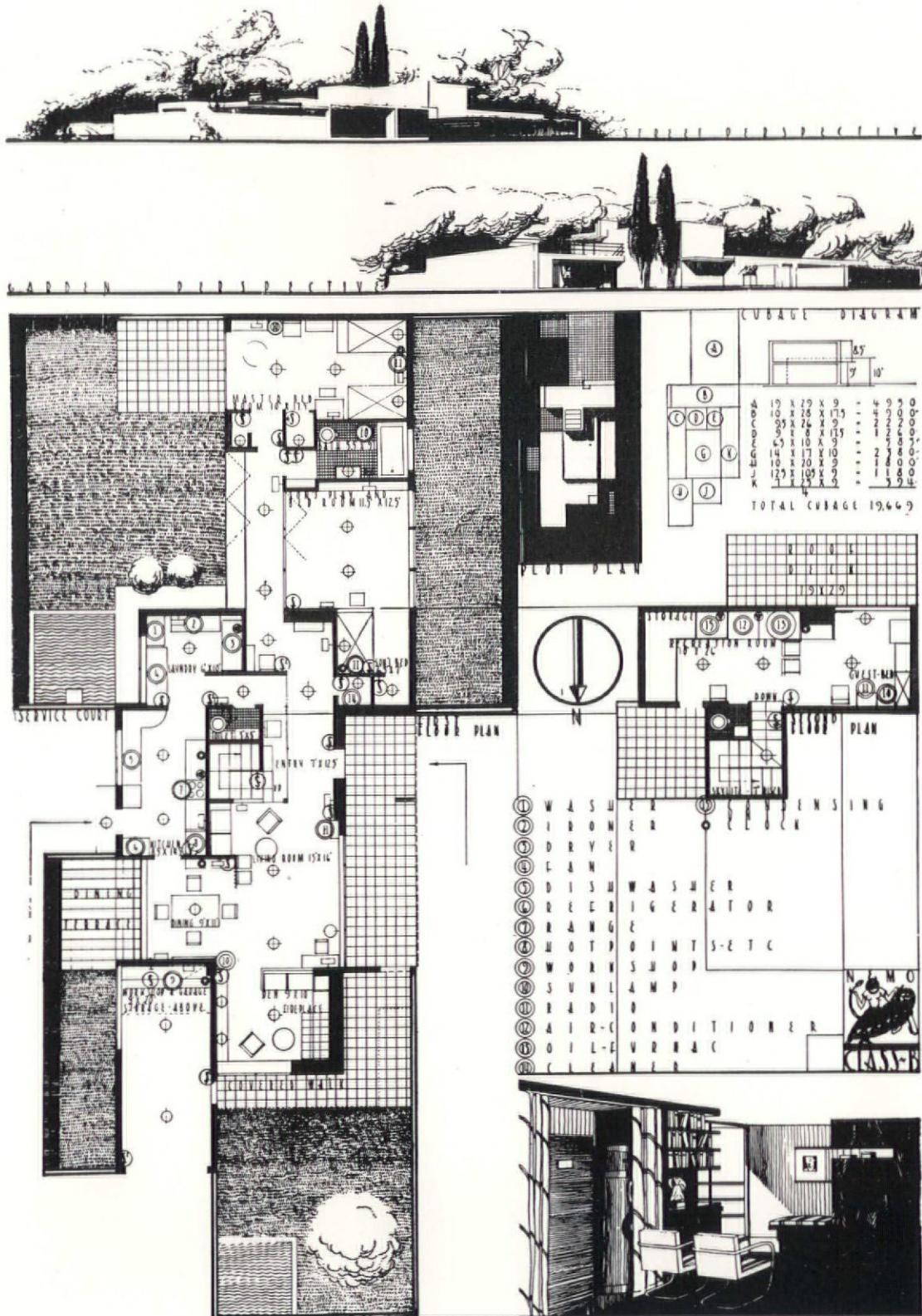


PLOT PLAN

GARDEN CLASS
B

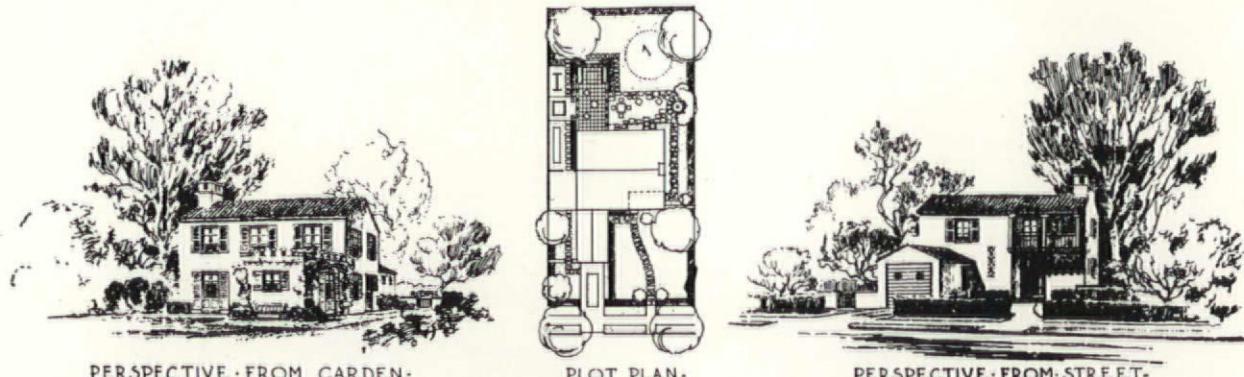
At first glance, this plan, one of the most unusual submitted, seems to occupy a great deal of the lot until closer inspection reveals that the two garden spaces together aggregate about the same amount of area as in an ordinary arrangement. The complete livability of the garden side of the lot would, of course, depend a good deal on the neighbors next door. The problem of delivery is well handled and there can be no doubt that living here would be very pleasant. An objection may be found in the great length of travel from the laundry to the front door.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

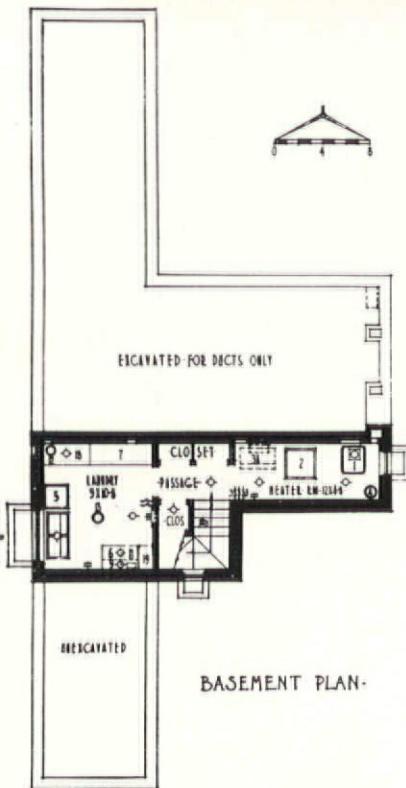
Although the recreation and game rooms are on the second floor, this plan is virtually a one-story house. Inasmuch as it is designed for a Southern climate, there can be no objection to the location of the living room, although it seems rather small in area compared to the total area of the floor plan. The arrangement of the son's room as a play room with the bed in an alcove is apparently increasing in popularity, as it materially increases the available floor area for such indoor sports as miniature railways.



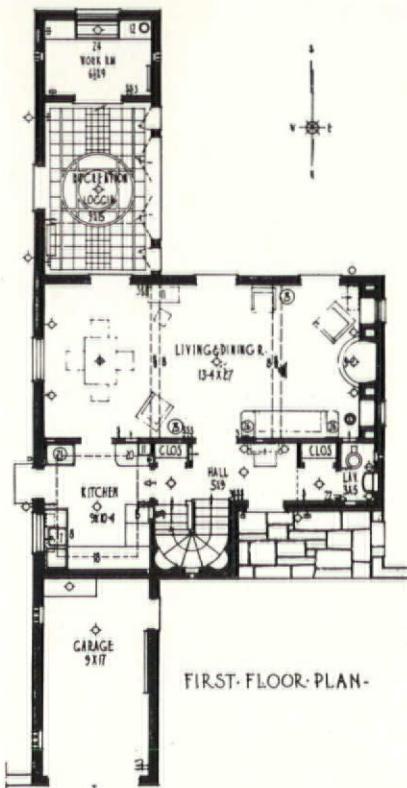
PERSPECTIVE-FROM-GARDEN.

PLOT PLAN.

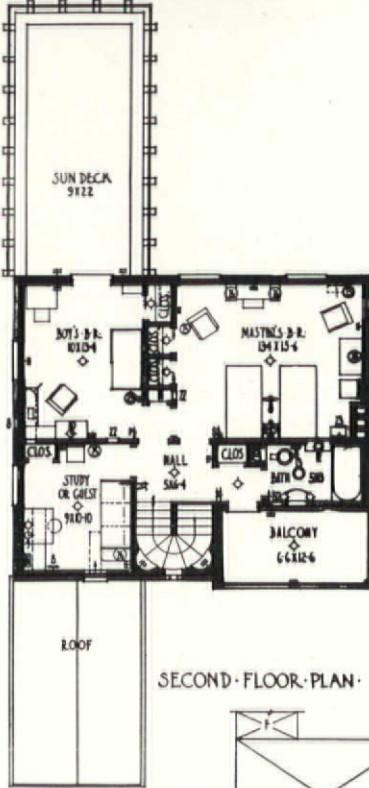
PERSPECTIVE-FROM-STREET.



BASEMENT PLAN.



FIRST-FLOOR-PLAN.



SECOND-FLOOR-PLAN.

G-E HEATING SYSTEM

MASTERS-B.R. 2-6110 LEG
1-4120 RET
BOY'S B.R. 1-6112 LEG
STUDY OR GUEST 1-6114 LEG
BATH ROOM 1-6115 LEG
HALL (FIRST FLO.) 1-6116 LEG
1-10X10 RET
LIV. R. & D.R. 1-6117 LEG
1-6118 LEG
1-6119 RET
KITCHEN 1-257 RAD
CALORIFER 1-1019
ELECT LOGGIN 1-104 RAD
NO. 1-R. M. 24 BOILER
NO. 2-AIR AIR CONDITIONER
NO. 3-THERMAL CONTROL
NO. 3A-COOLING UNIT
NO. 4-WATER HEATER

G-E SUPER-KOKE GRADE
WIRING SYSTEM

♦ CALLING OUTLET
♦ WALL BRACKET
♦ CLOCK
♦ DOUBLE CON-OUTLET
♦ FLOOR OUTLET
→ SINGLE POLE SW
JR 3 WAY SW
→ DOOR SW.
→ PILLOW SW.
→ MATTER SW.
→ WALL FA.
PORT-OF-CEIL FA
□ PANEL LIGHTS
P P BUTTON
H BELL
TEL.
■ PANEL BOARD

G-E EQUIPMENT

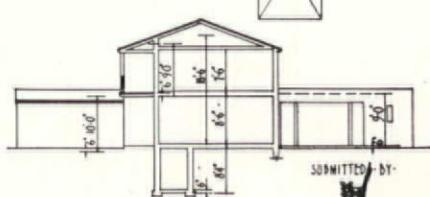
NO. 3 WASH & IRONER.
6 FLAT PLATE. 11 DISHWASHER.
7 DRYER. 15 CABINET.
8 FAN. 19 TALL CAB.
9 CLOCK. 20 PLAN-DESK.
10 CLOCK(U.L.) 21 REFRIGERATOR.
11 RADIATOR.
12 SC. STOVE.
13 SUN LAMP.
14 CLEAVER, ETC.
15 RANGE.

11 DISHWASHER.
15 CABINET.
19 TALL CAB.
20 PLAN-DESK.
21 REFRIGERATOR.
22 WORK SHOP.
23 INTRA-RED LAMP.
24 WORK SHOP.
25 FLOOR LAMP.
26 TABLE LAMP.



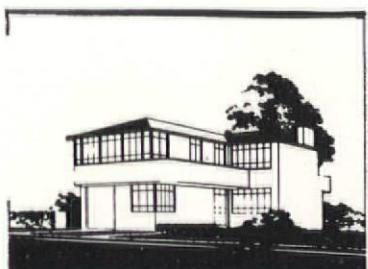
PERSPECTIVE-KITCHEN.

C-S-A-G-T
A = 121013 x .05 = 1656 SQ FT
B = 01130 x .05 = 11.00 *
C = 01130 x .05 = 11.00 *
D = 611013 x .05 = 1942 *
E = 101313 x .05 = 1381 *
F = 101313 x .05 = 2,725 *
G = 611013 x .05 = 176 *
TOTAL = 19,674 SQ FT



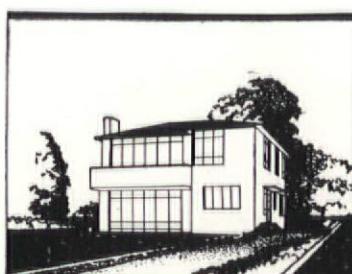
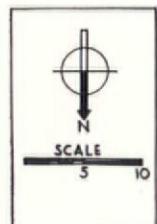
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

The arrangement here with the work room separated from the rest of the house by what is called a "recreation porch" is one that is likely to be very pleasant, as it will enable Mr. and Mrs. Bliss to enjoy each other's company while he is doing work which allows his moving the machine or drawing board through the wide door. Living and dining room here are completely unseparated, making a complete space of pleasing proportions. Access from the kitchen to the front door is short and direct.

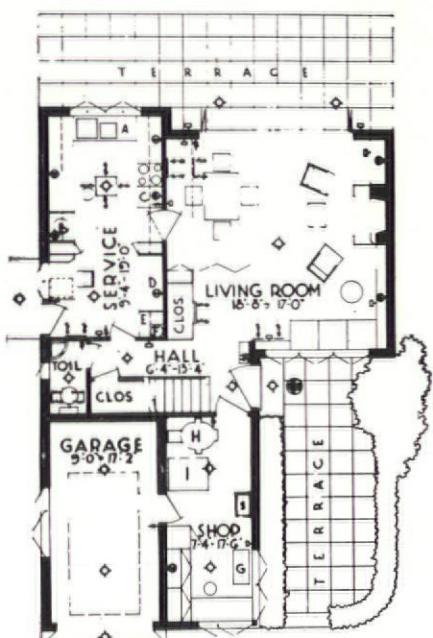


STREET PERSPECTIVE

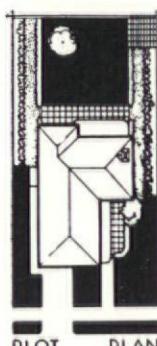
MATERIALS
EXTERIOR—CINDER
BLOCK WHITEWASHED
ROOF—BLACK SLATE
STEEL SASH—WOOD
FRAMES



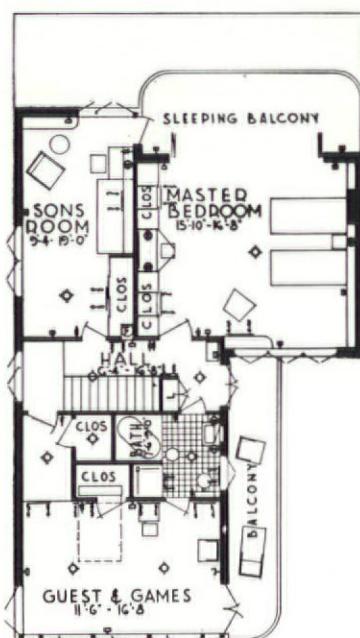
GARDEN PERSPECTIVE



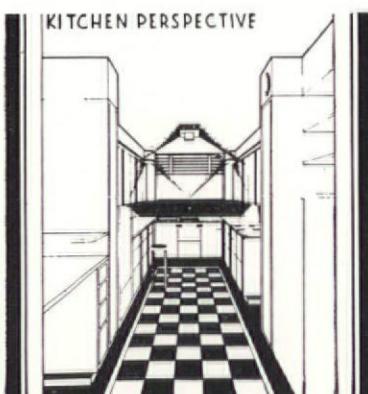
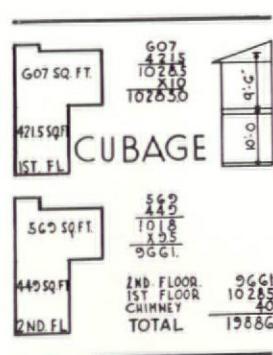
FIRST FLOOR PLAN



PLOT PLAN
WIRING SYMBOLS
— BASE PLUG
— WALL OUTLET
◊ CEILING OUTLET
— HEAVY-DUTY OUTLET
— SWITCH



SECOND FLOOR PLAN



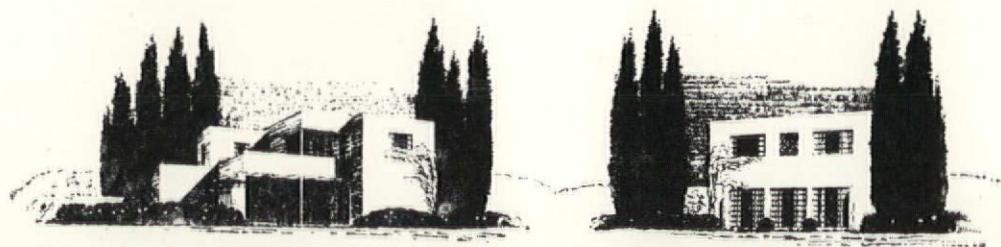
ELECTRICAL EQUIPMENT
A DISHWASHER
B REFRIGERATOR
C RANGE
D DRYER
E WASHER & IRONER
F HOME WORKSHOP
G OIL FURNACE
H AIR CONDITIONER



CLASS B

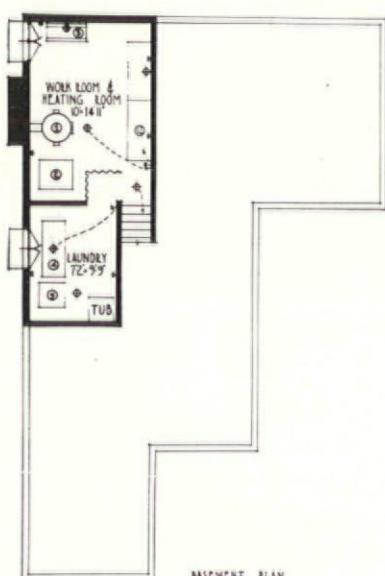
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"The living room facing the garden with no western exposure would be cool throughout the summer because it would have no direct sun rays, and such direct rays as would reach it from the south would be cut off by the overhanging balcony. The ideal Southern suburb would be a place of wide tree-shaded streets, so there is no particular reason for cutting off entirely the living portions of the house from this view and having all rooms overlook a garden which is only about 40 feet in depth."

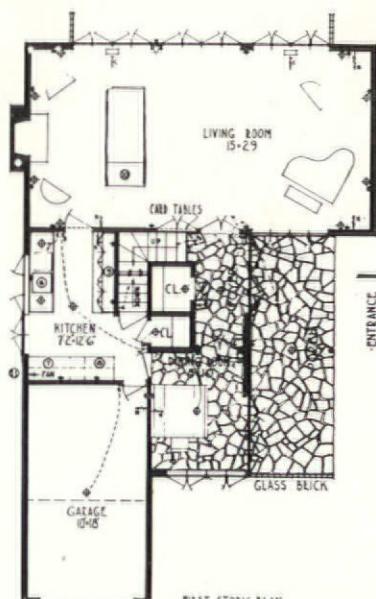


STREET

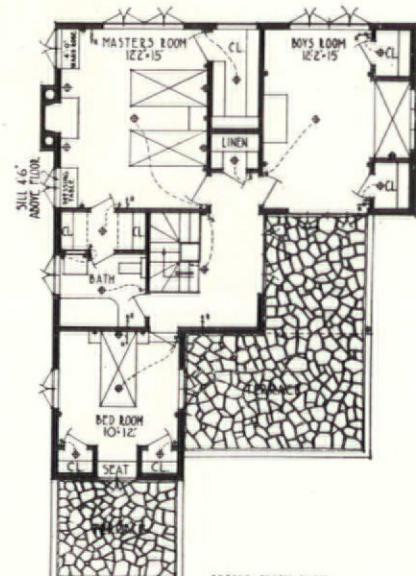
GARDEN



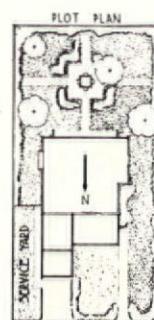
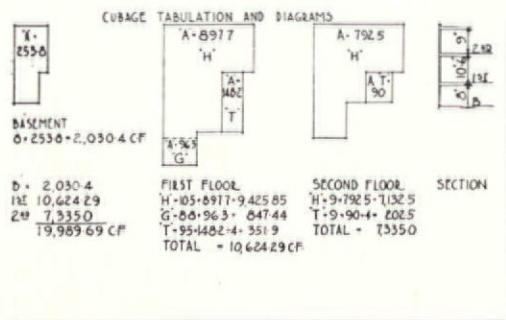
BASEMENT PLAN



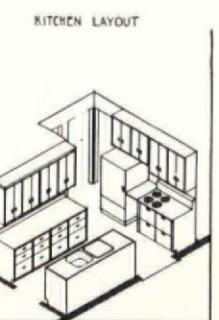
FIRST STORY PLAN



SECOND STORY PLAN



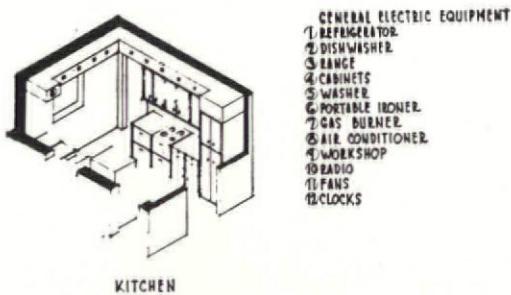
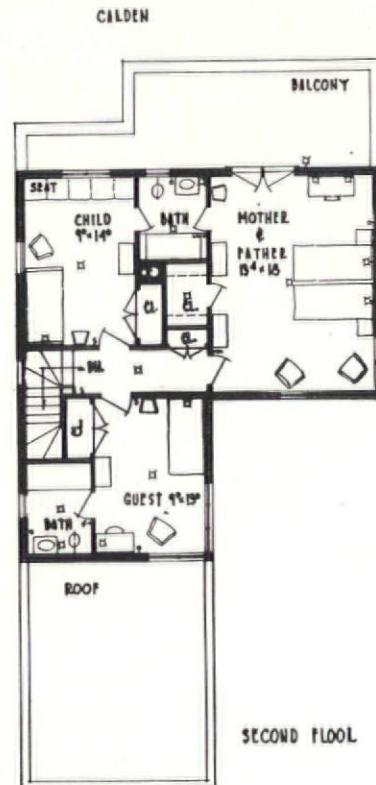
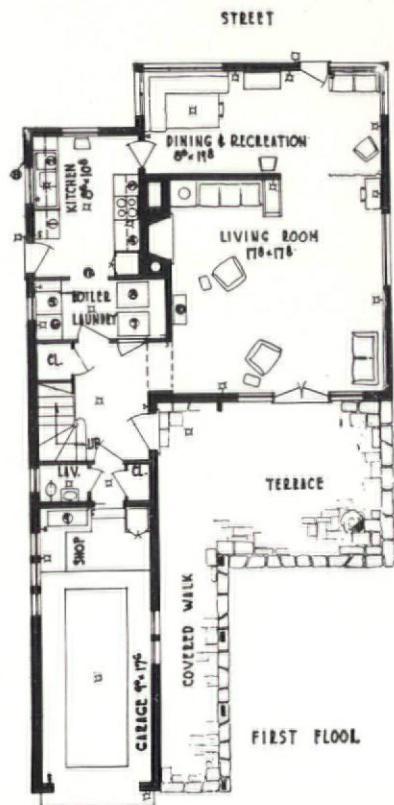
GENERAL ELECTRIC EQUIPMENT
 OIL FURNACE
 AIR CONDITIONER
 WORKSHOP
 IRONING
 DRYING SHEET
 DISH SHEET & FLOOR CABINET
 RANGE
 REFRIGERATOR
 KITCHEN CABINETS
 RADIATOR
 WALL VENTILATING FAN
 OUTLET SWITCHES-PLATES
 WIRE CABLE CONDUIT-BK-
 BOXES & FITTINGS
 DRYER



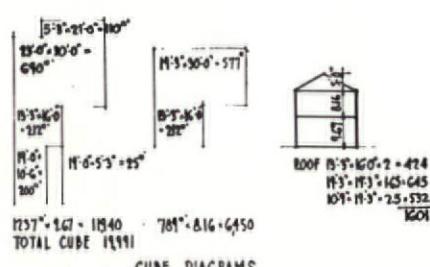
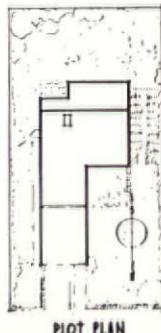
This plan differs from many of the others in the relation of the dining room to the living room. Placed as it is across the small foyer, the dining room is capable of being opened into a porch and made a charming outdoor space. Unfortunately, the absence of any rear entrance would mean that any one coming to the house during meal times would disturb the family. The boy's room is rather far from the bath. On the other hand, the arrangement of the master's room, closets and bath is an unusually pleasant one, although the door opening against the dressing table is open to question.

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

RALPH H. BURKHARD, RICHARD C. HOYT and ANGELO MESSINA, NEW YORK
MENTION—CLASS B



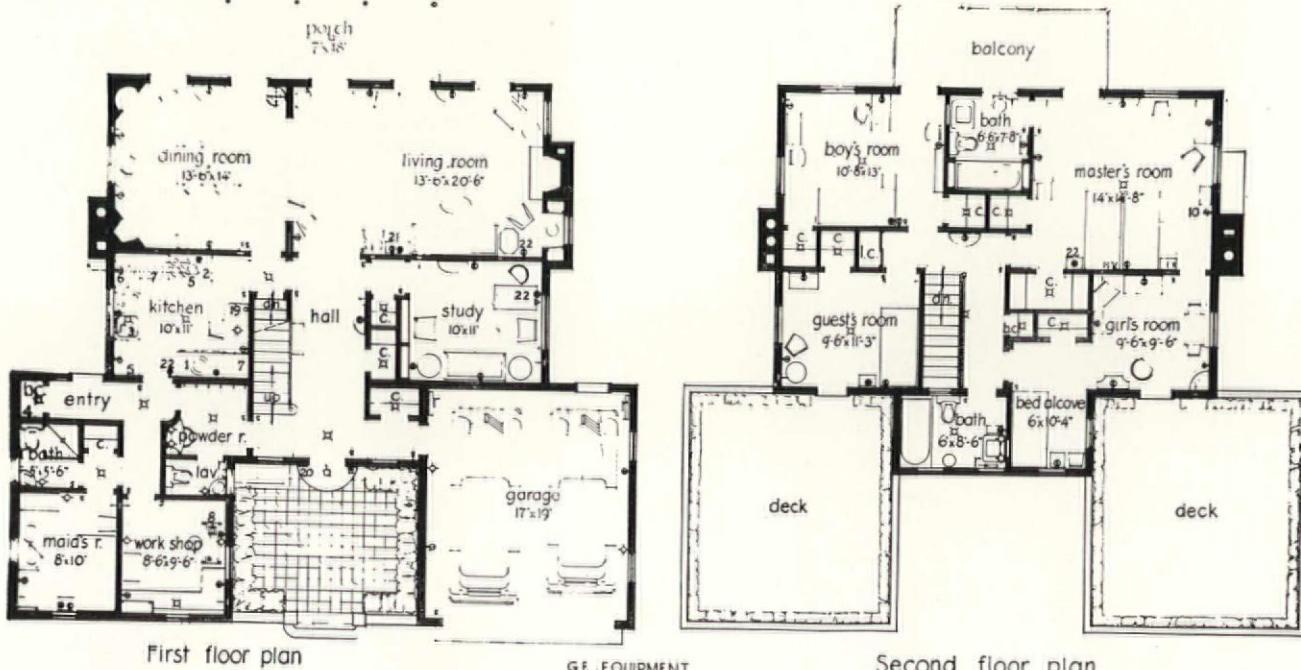
CONSTRUCTION: STEEL FRAME - FIREPROOF



" 7-II
CLASS B

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

One of the few solutions in which the living room faces the street without also facing the south. The dining and recreation space beyond, however, carries a sense of the living room through the house. Like many of the houses planned for the Southern climate, this one has no basement. The second floor is unusually compact. Each room has a bathroom opening directly off it. As a very minor objection, the door into the bathroom from the master's bedroom would be better if it swung on the other side against the bathtub rather than against the wash basin.

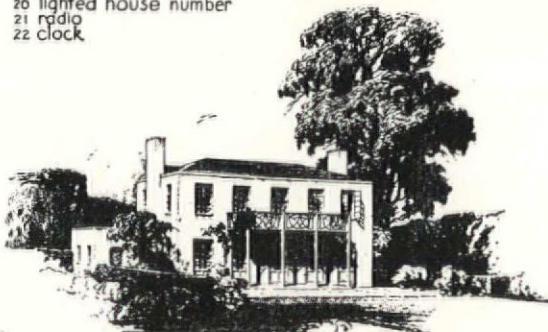


First floor plan

Second floor plan

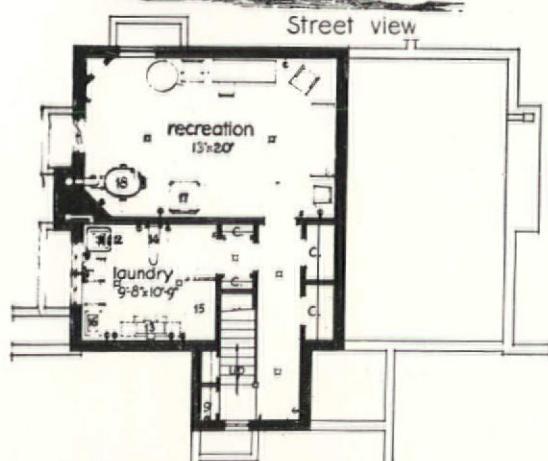
- GE EQUIPMENT
- | | |
|--|--------------------------|
| 1 refrigerator-S-107 | 8 workbench |
| 2 range-imperial | 9 bell transformer |
| 3 dishwasher-CSF | 10 sewing machine |
| 4 vacuum cleaner | 11 washer-AW-25 |
| 5 fan 42X528 | 12 wringer-AR-23 |
| 6 mixer-49X390 | 13 flatplate ironer-AF10 |
| 7 cabinet-18' of 36' wall
8'-6" of base | 14 hotpoint iron |

- | |
|---------------------------|
| 15 dryer-AD-1 |
| 16 twin hotplate |
| 17 air conditioner AA-3A6 |
| 18 oil furnace - LA-5 |
| 19 chime call bell |
| 20 lighted house number |
| 21 radio |
| 22 clock |

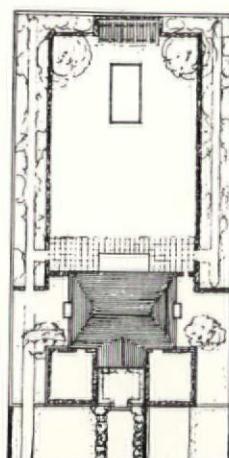


Street view

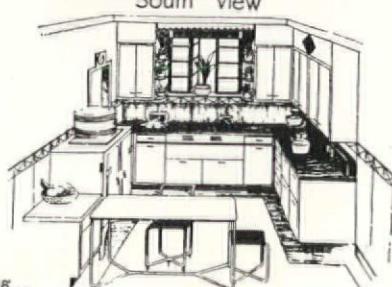
South view



Cellar plan



Plot plan



Kitchen

A - 36' x 25' x 21.3' = 19,170'
A' 15' x 5' x 21.3' = 160'
A - 2' x 7.5' x 21.3' = 320'
P - [8' x 6.5' x 5] x 4 = 278'
E - 16' x 6.5' x 21.3' = 2215'
W - 2[8' x 20' x 9.5] = 6840'
C - 22' x 25' x 8.8' = 4840'
C' - 15' x 5' x 8.8' = 66'
C' - 9.5' x 6.5' x 8.8' = 543'
Total 34,432 cu ft 34,211

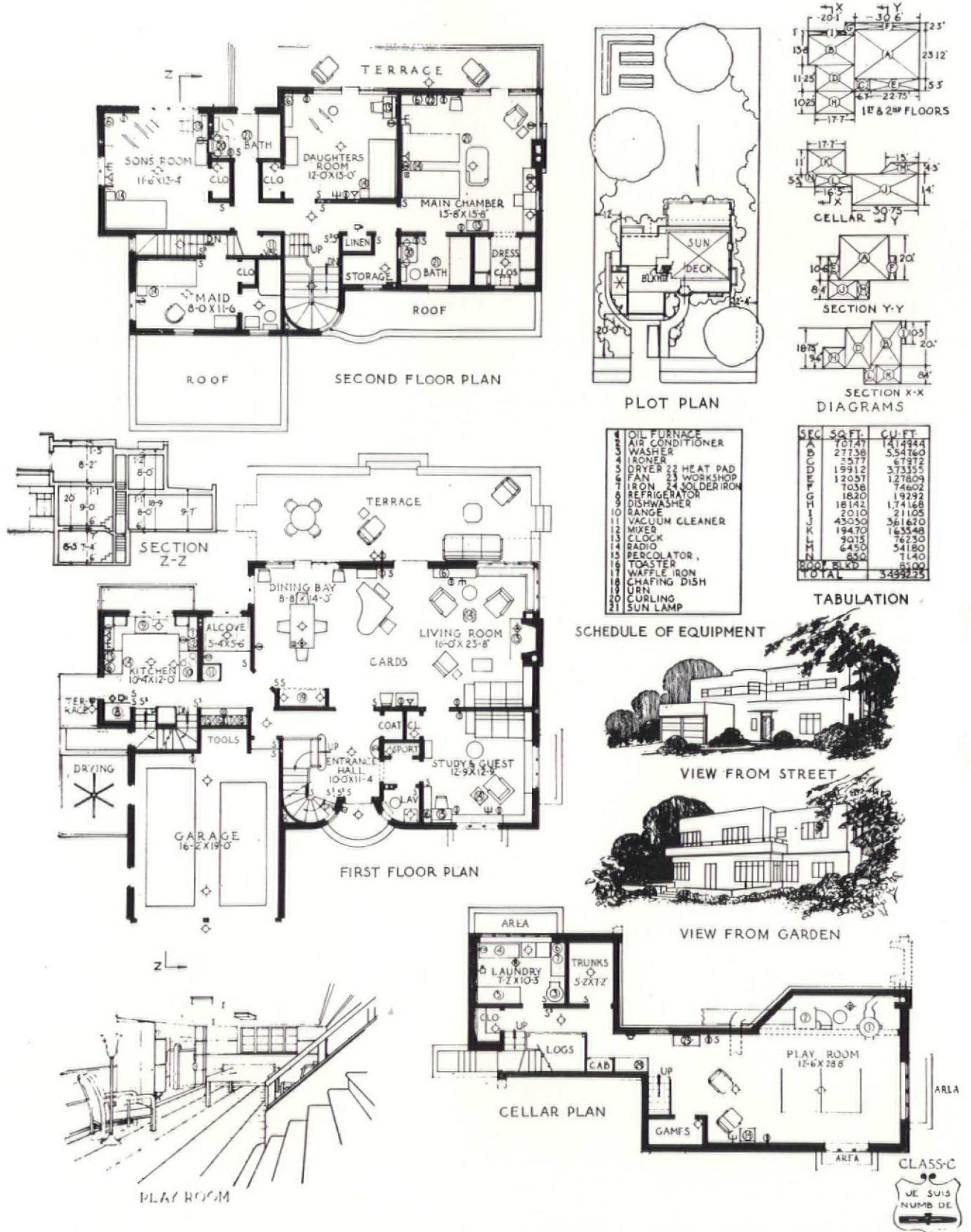
CLASS C

abbreviations
- conditioned air
return air
soffit, light
br broom closet
v vent-fan

In this plan the circulation from the front hall through the living room to the porch and garden beyond is especially to be noticed, giving as it does a complete sense of the roominess achieved usually by using a through hall. At the same time no space that might be devoted to other use has been wasted to gain this effect. The planning of the cupboard and fireplace in opposite corners of the dining room should prove as amusing in effect as it is ingenious in plan. The second floor has been achieved with very nearly the minimum of hall space possible for so compact an arrangement.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

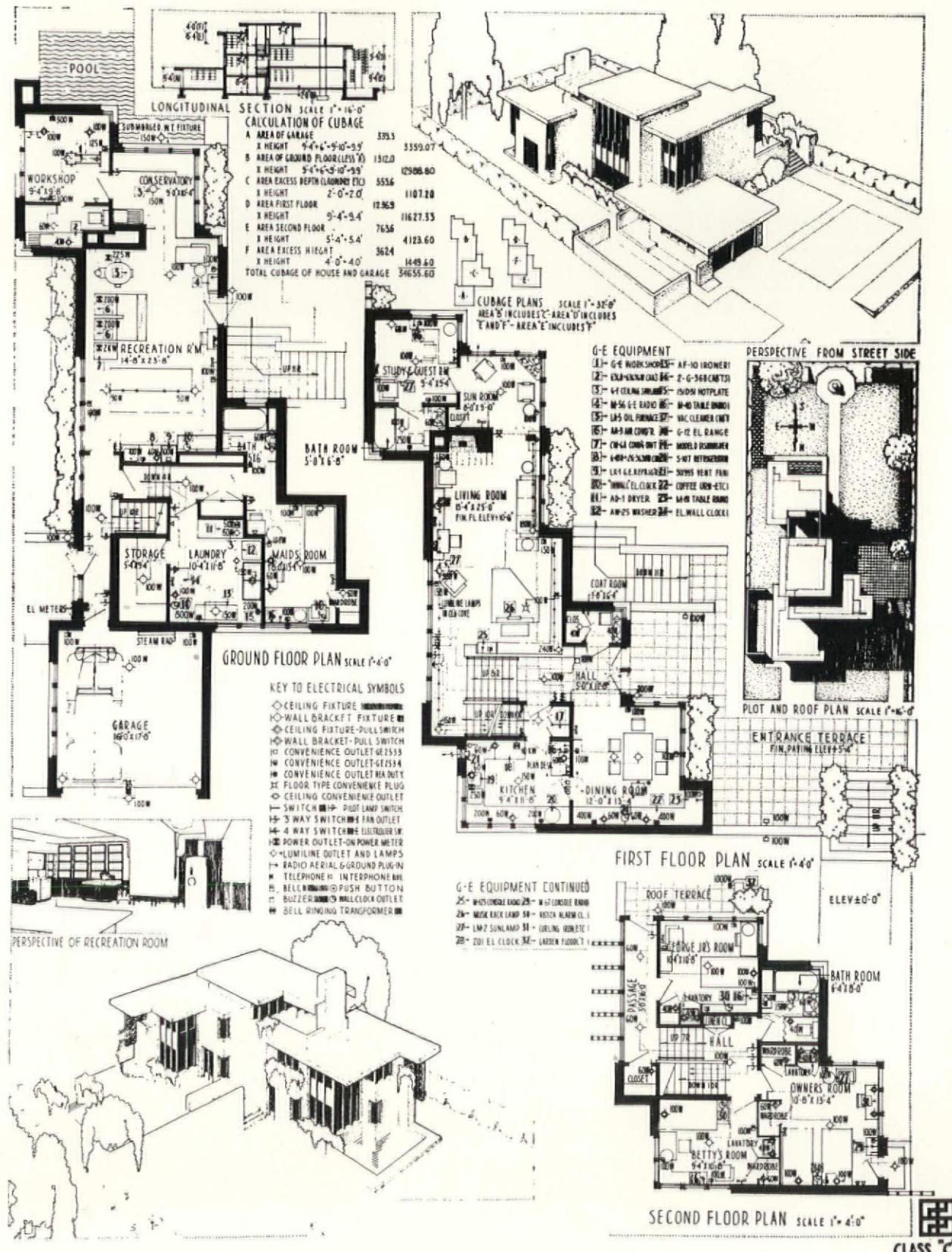
MELVILLE NAUHEIM, NEW YORK
MENTION—CLASS C



SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

"All rooms excepting one have at least two exposures. All excepting study and maid's have wide southern exposures. Overhanging balcony on south side calculated in projection to shade large glass areas for angle of sun in July and August. Terraces rather than porches provided; they don't rob adjacent valuable perimeter of sunlight. Awnings may be added. Combined overhang and set-back provide wide terrace for main and daughter's chamber on the second floor. Son will use sundeck on roof."

**CHARLES F. POPE, PARK RIDGE, ILL.
MENTION—CLASS C**

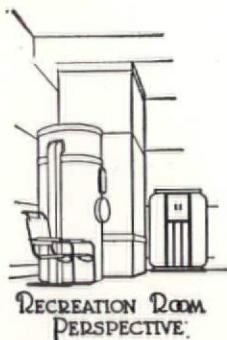


"Considering the rear of the lot as being most desirable from standpoints of orientation and privacy, the house really faces the back, screening it from the street. General Electric Oil Furnace and Air Conditioner permit the advantages of regulated warm air heating with low placement of heating plant required for gravity systems—therefore, the recreation room may be entirely out of the ground as shown and become an adjunct of the garden. It includes a buffet with small electric refrigerator, sink and hot plate, as well as radio and game equipment."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



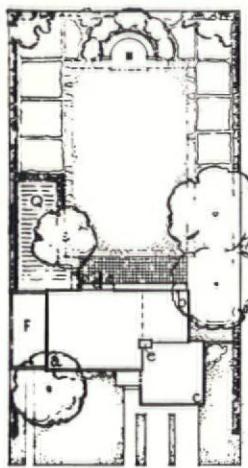
GARDEN PERSPECTIVE



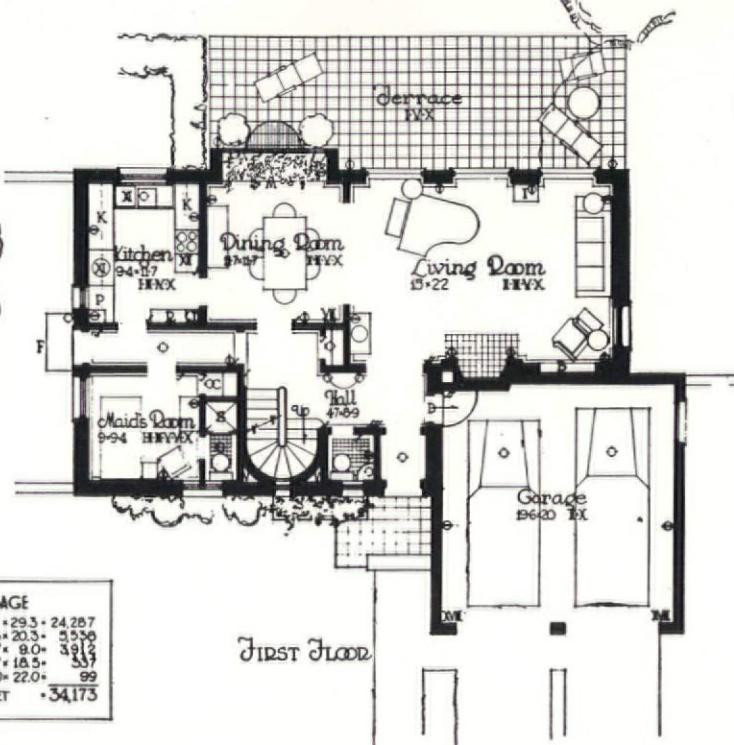
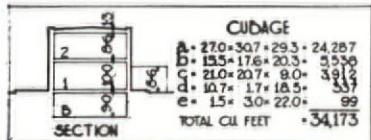
RECREATION ROOM
PERSPECTIVE.



STREET PERSPECTIVE

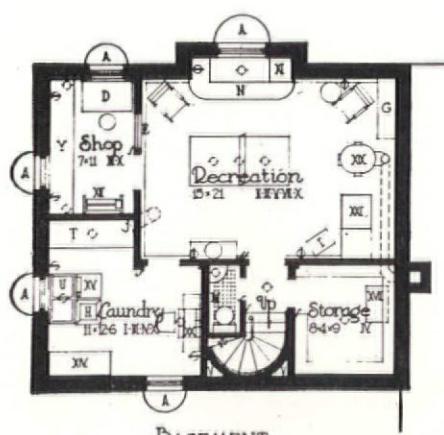


PLOT PLAN



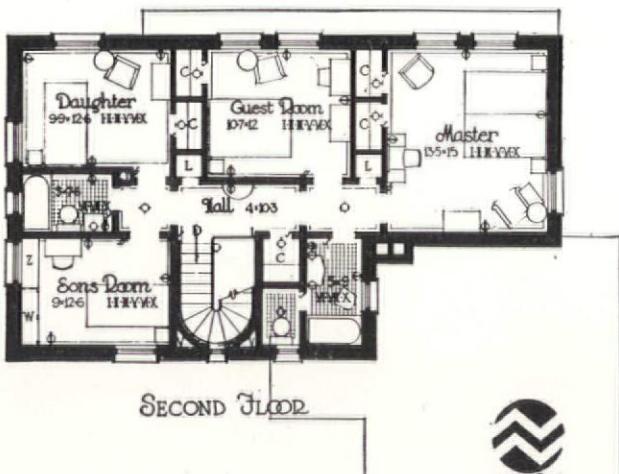
LEGEND-ELECTRICAL	
I	RADIO
II	VACUUM CLEANER
III	CLOCK
IV	EXHAUST FAN
V	FAN
VI	SUNLAMP
VII	HEATER
VIII	THERMOSTAT & HUMIDISTAT
IX	DISHWASHER
X	HOTPOINT APPLIANCE
XI	REFRIGERATOR
XII	RANGE
XIII	WORKSHOP
XIV	DRYER
XV	WASHER
XVI	LAWN MOWER
XVII	COMPRESSOR
XVIII	MOTOR OPERATED DOORS
XIX	FURNACE
XX	FLATPLATE
XXI	AIR CONDITIONER
XXII	LIGHTING OUTLET
XXIII	DOUBLE CONVENIENCE OUTLET
XXIV	SWITCH: SINGLE, 3-WAY, DODD

LEGEND-GENERAL	
A	AREA WINDOW
B	BOOK SHELVES
C	CLOSET
D	DESK
E	BROWNE LIGHT
F	SERVICE YARD
G	GAME CABINET
H	HAMPER
J	CLOTHES CHUTE
K	KITCHEN CABINET
L	LINEN CLOSET
M	MINIATURE GREENHOUSE
N	BAR
P	PLANNING DESK
Q	VEGETABLE GARDEN
R	BROOM CLOSET
S	SHOWER
T	SORTING TABLE
U	LAUNDRY TRAYS
V	VENTILATION SHAFT
W	WARDROBE
Y	WORK BENCH
Z	WINDOW SEAT



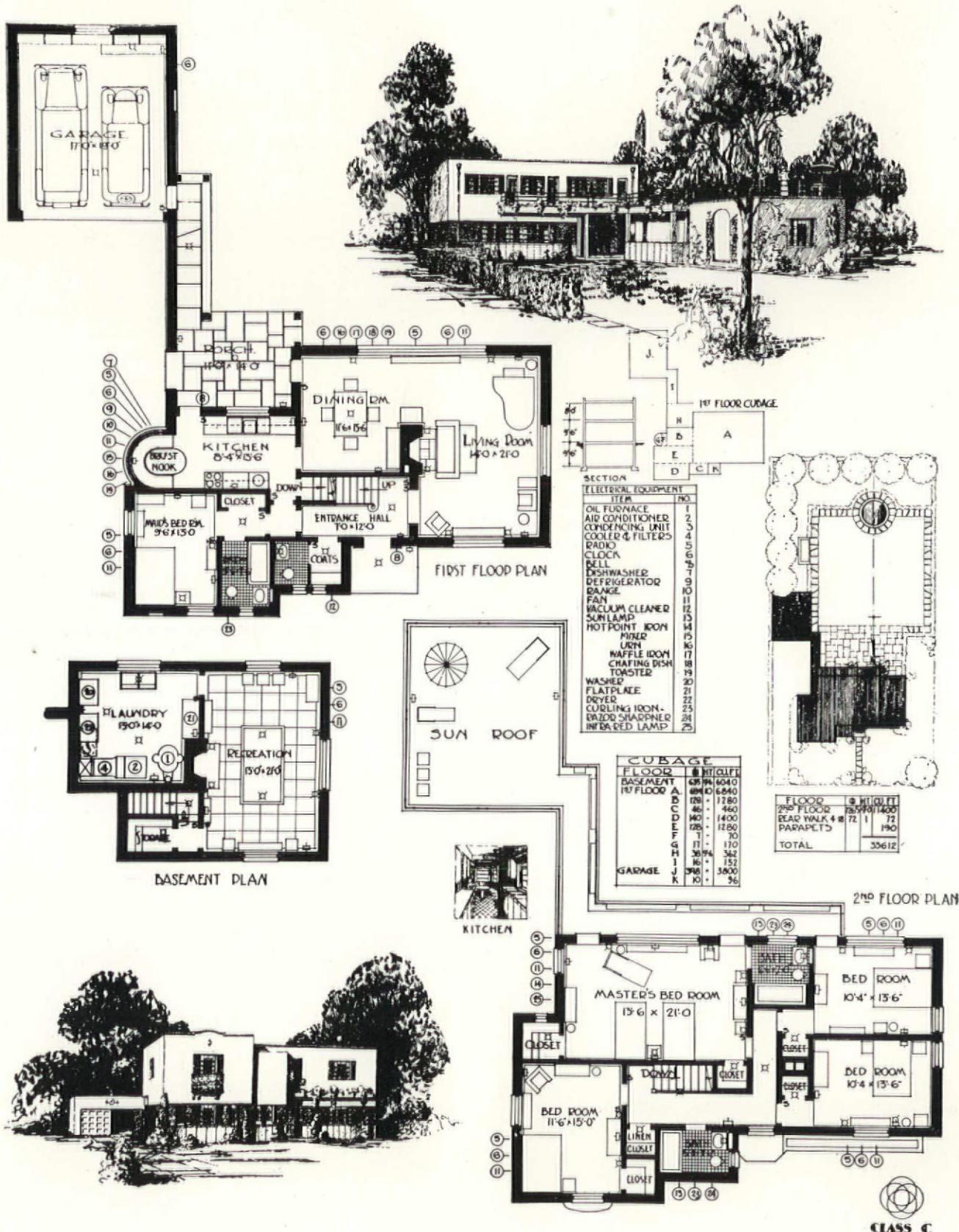
S E - N
E - W

0 PLOT PLAN 40
0 SCALE OF PLANS 10



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

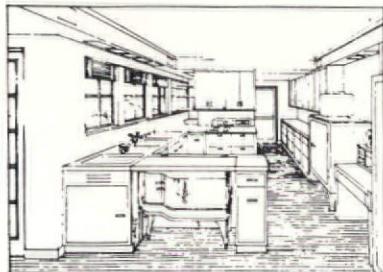
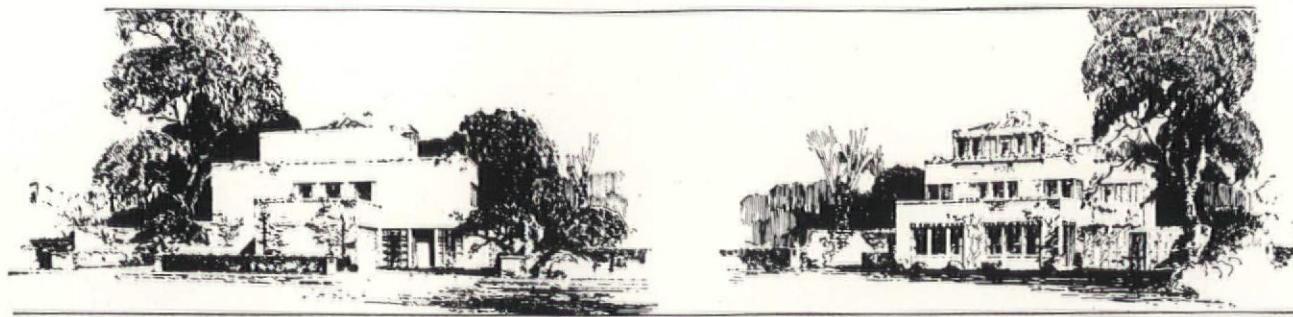
Where the basement is used at all it is obviously economical to make it as completely useful as possible. In this house the basement is unusually large in proportion to the total floor area and therefore saves space above the ground floor. Although the entrance vestibule is small, access through the house to the terrace beyond is good. The bay window in the dining room with its provision for plants assures a spot of color and green even in winter weather. Again, the handling of the relation between bedrooms and bathrooms on the second floor is compact and direct.



"The kitchen is compact, well lighted and ventilated, a time saver and a step saver. The breakfast room faces the early morning sun. Serving breakfast here is the work of a moment and a few steps. Notice the lighting of the range and dishwasher. A serving pantry is absolutely unnecessary as is the old antiquated dining room. The one indicated in this house is an extension of the living room. It opens up a dead room to more activity than the usual two hours a day usually devoted to it. Privacy has been retained and the vista down the garden thrown into the two rooms."

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

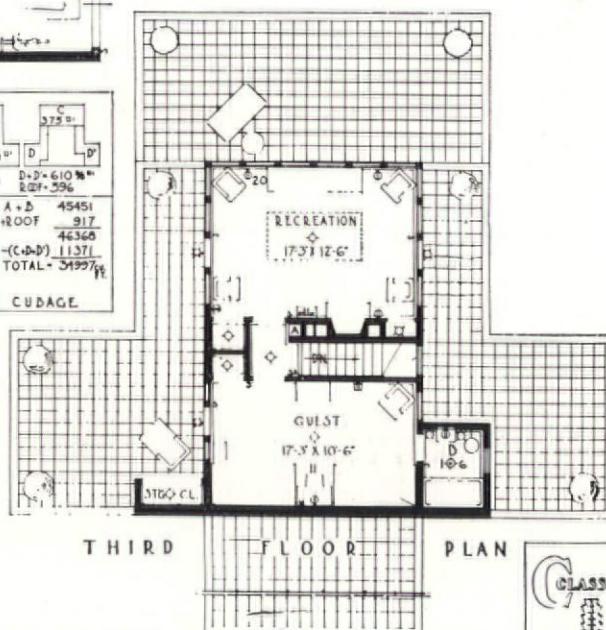
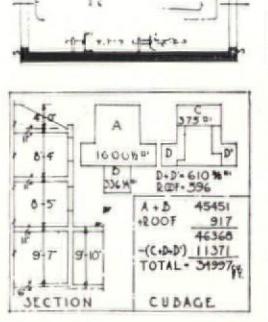
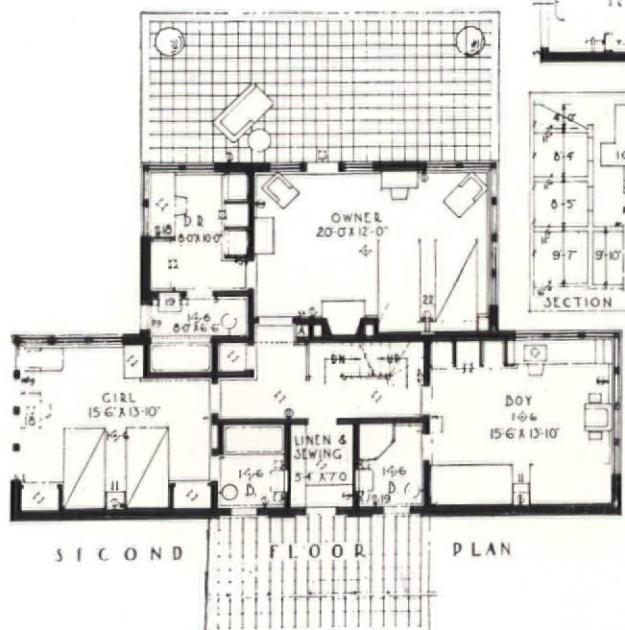
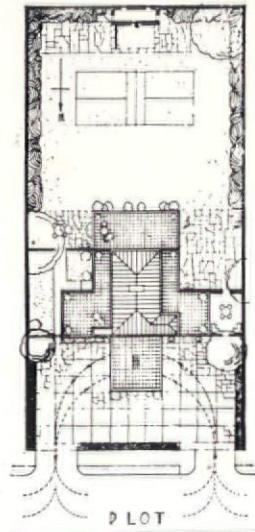
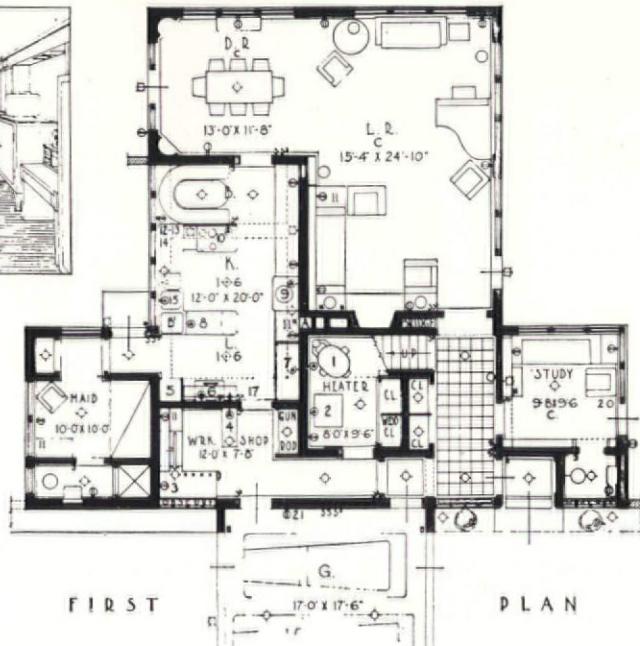
WALTER EDWARD CAMPBELL and FRANK TREVOR HOGG, BOSTON
MENTION—CLASS C



G.E. EQUIPMENT

- 1 OIL FURNACE
- 2 AIR CONDITIONER
- 3 MUGER
- 4 SOLDERING KIT
- 5 AN
- 6 WORKSHOP
- 7 CLEANER & IRON
- 8 FLAT PLATE IRONER
- 9 DRYER
- 10 CLOTHES WASHER
- 11 COFFEE MAKER
- 12 BAND SAW
- 13 ELECTRIC SAW
- 14 CLOTHES CHUTE-ACCESS UNDER
- 15 DISHWASHER
- 16 CEILING SUNLAND
- 17 CLOCK
- 18 CURLING IRON
- 19 BLADE SHARPENER
- 20 BATTERY CHARGER
- 21 WARMING PAD
- 22 BATTERY CHARGER

A-CLOTHES CHUTE-ACCESS UNDER
BED IN KITCHEN
B-SET TUB WITH COVER
C-COVE LIGHTING



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"This scheme brings the intended traffic for the house off the public street, while eliminating the backing of automobiles onto the highway; it gives convenient access to the transportation from both service and living quarters, while maintaining absolute privacy for the occupants of the house. The garage, with automatic doors, can be entered and left without any maneuvering and can also serve as a porte-cochere for parties during inclement weather. The garage connects directly with the owner's workshop."

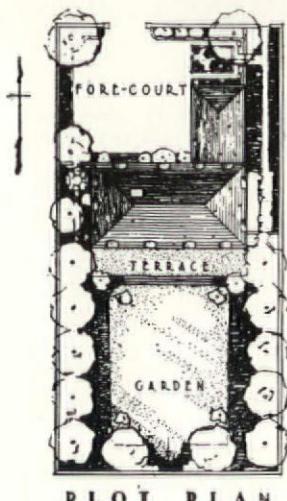
ARTHUR R. HUTCHASON, LOS ANGELES
MENTION—CLASS C



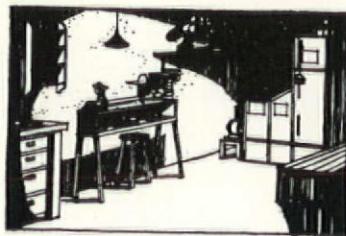
STREET



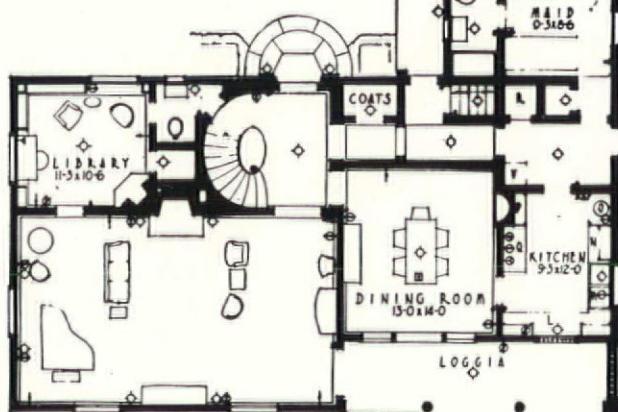
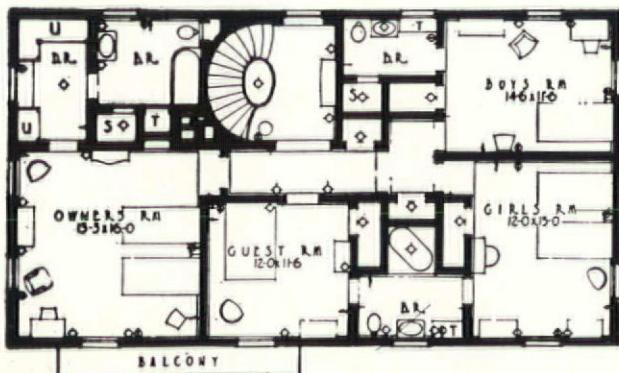
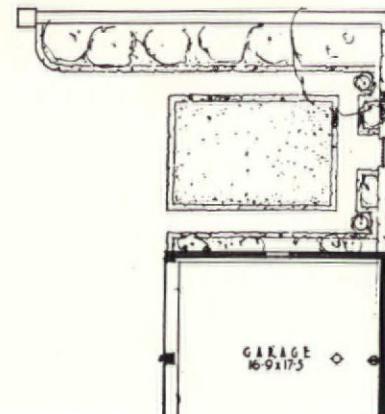
GARDEN



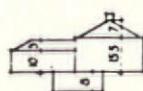
PLOT PLAN



BASEMENT



LEGEND

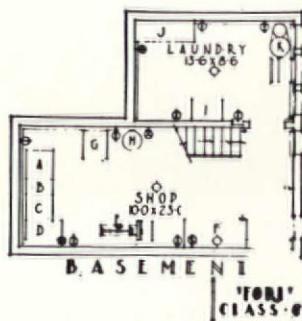


A	28x31x15.5	22130
B	10.5x26x10	.4820
C	24x11.5x8	2210
D	9.14x7.5x6	1060
HIPPED ROOF	3490	
TOTAL	34610	

CUBAGE

34610

A	AIR CONDITIONER.
B	CLOUD COOLING UNIT.
C	RETURN PLenum.
D	COOLING SYSTEM.
E	ST. "WORKSHOP".
F	WORK BENCH.
G	ELEC. GAS FURNACE.
H	ELEC. WATER HEATER.
I	ELEC. IRONER.
J	CLOTHES DRYER.
K	WASHING MACHINE.
L	MOPING COUNTERTOP.
M	DISH WASHER.
N	METAL CLOSET.
O	REFRIGERATOR.
P	P.O.C. CLOSET.
Q	ELEC. RANGE.
R	FRUIT CLOS.
S	SHOWER.
T	TOWEL CABINET.
U	WARDROBE.
V	BROOM CLOSET.
◊	LIGHT OUTLET.
◆	RECEPTACLE.
◆	RADIO OUTLET.
◆	POWER OUTLET.
◆	TELEPHONE OUTLET.
◆	CLOCK OUTLET.
◆	HERMOSA THERMOSTAT.
◆	HUMIDISTAT.
◆	TELEPHONE.
◆	MAID CALL.
◆	GARAGE DR. OPENER.



BASEMENT

"TONY"
CLASS C

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

A compact conventional plan in which the dining room is entirely separated from the living room. The relation between service entrance, maid's room and bath, access from garage, etc., to the front hall is well handled. The double access to the lavatory on the first floor from the library and hall stair is noteworthy. Second floor bedrooms are arranged so that furniture does not interfere with the normal traffic from bedroom to bathroom.

BURTON ASHFORD BUGBEE, NEW ROCHELLE, N. Y.
MENTION—CLASS C

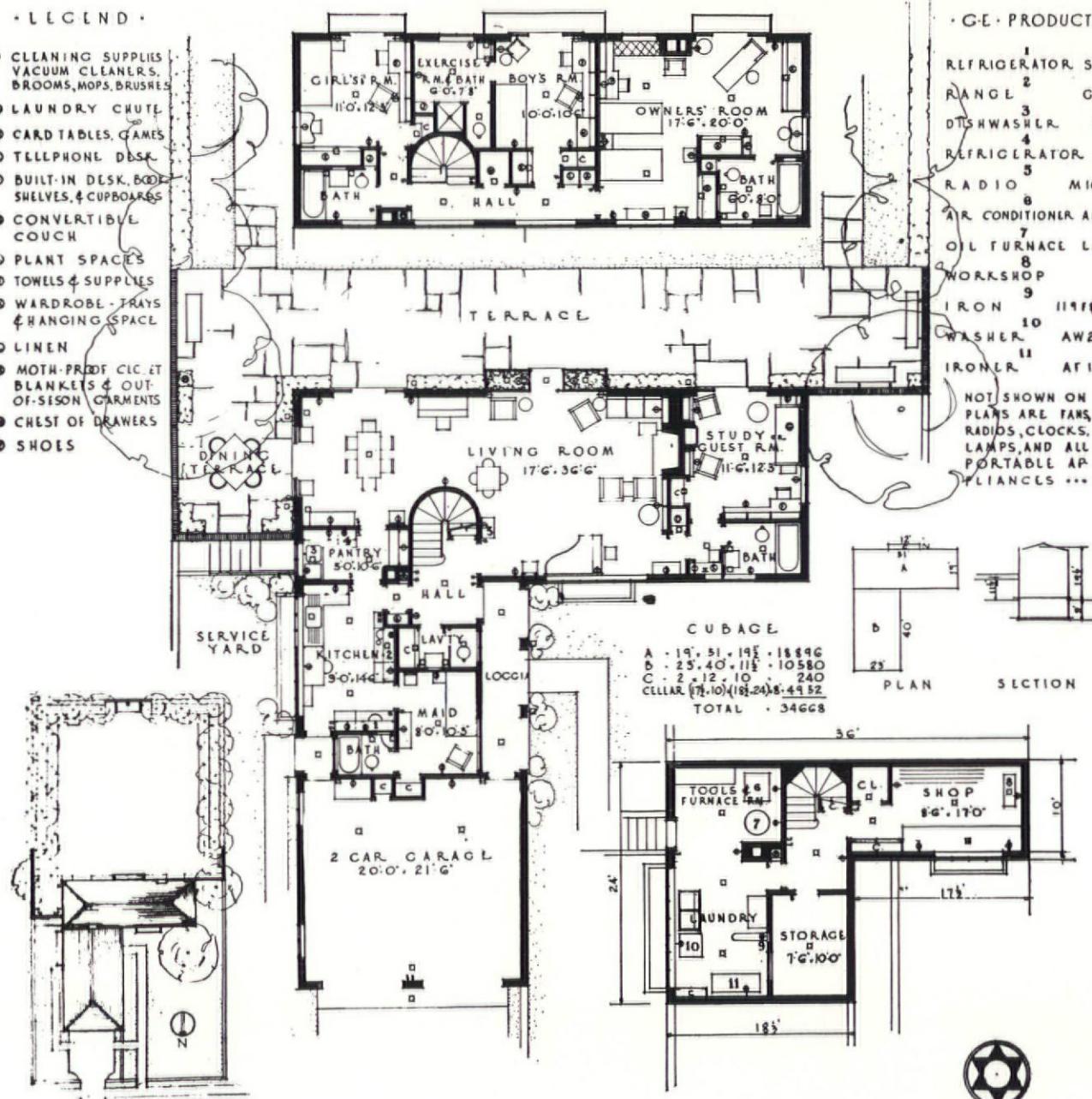


• LEGEND •

- ① CLEANING SUPPLIES
VACUUM CLEANERS,
BROOMS, MOPS, BRUSHES
- ② LAUNDRY CHUTE
- ③ CARD TABLES, GAMES
- ④ TELEPHONE DESK
- ⑤ BUILT-IN DESK, BOOK SHELVES, & CUPBOARDS
- ⑥ CONVERTIBLE COUCH
- ⑦ PLANT SPACES
- ⑧ TOWELS & SUPPLIES
- ⑨ WARDROBE TRAYS & HANGING SPACE
- ⑩ LINEN
- ⑪ MOTH-PROOF CLOTH, BLANKETS & OUT-OF-SEASON GARMENTS
- ⑫ CHEST OF DRAWERS
- ⑬ SHOES

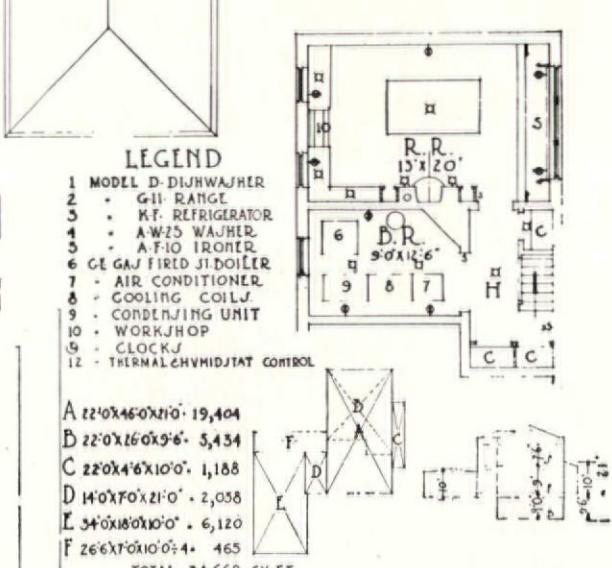
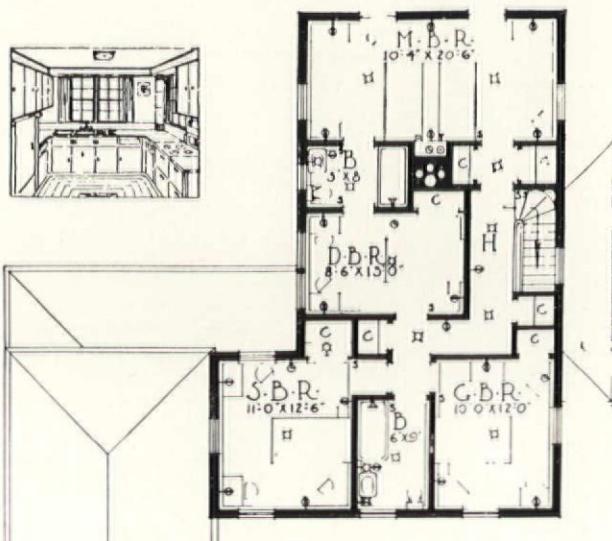
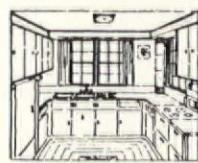
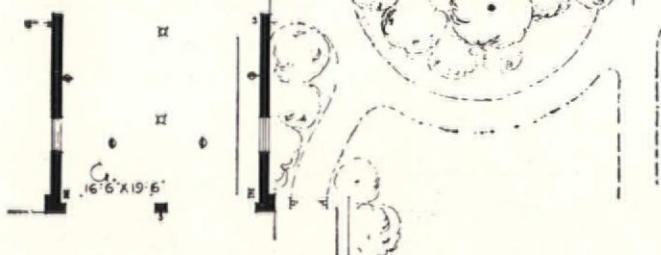
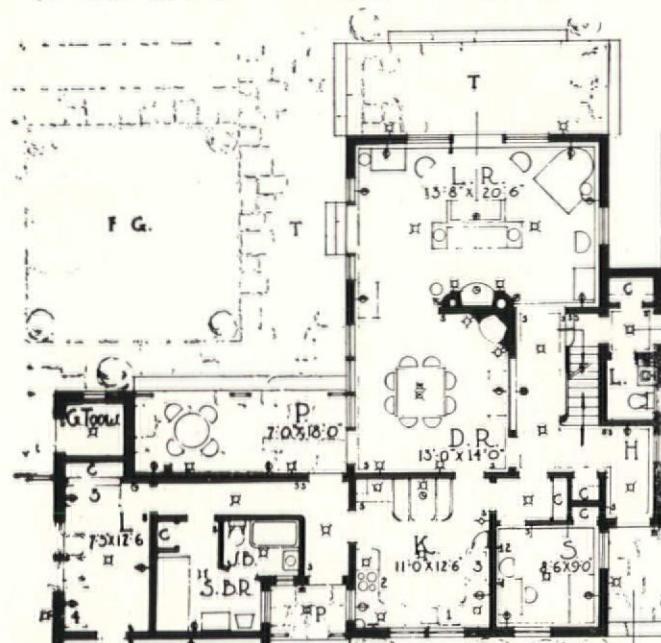
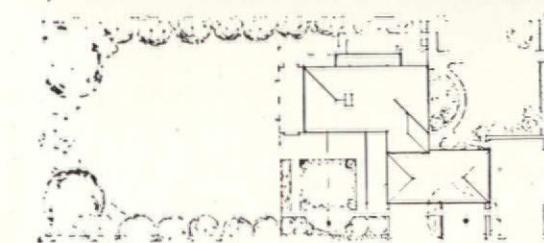
• G-E PRODUCTS •

- 1 REFRIGERATOR S107
 - 2 RANGE GII
 - 3 DISHWASHER D
 - 4 REFRIGERATOR F53
 - 5 RADIO M107
 - 6 AIR CONDITIONER AAS
 - 7 OIL FURNACE LA4
 - 8 WORKSHOP
 - 9 IRON 114FBS
 - 10 WASHER AW25
 - 11 IRONER AF10
- NOT SHOWN ON PLANS ARE FANS, RADIOS, CLOCKS, LAMPS, AND ALL PORTABLE APPLIANCES ***



SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

Although clothed in a more or less traditionally designed exterior, the plan is modern in its fundamental conception. Particularly ingenious is the use of the exterior curve of the stairs to effect some sense of separation between the purely living and dining parts and the living and dining space. An excellent contrast is effected by the handling of the separation of the study or guest room. On the other hand, the arrangement of the owner's room on the second floor is not entirely happy, the space between the foot of the beds and the piece of furniture indicated opposite being rather too narrow.



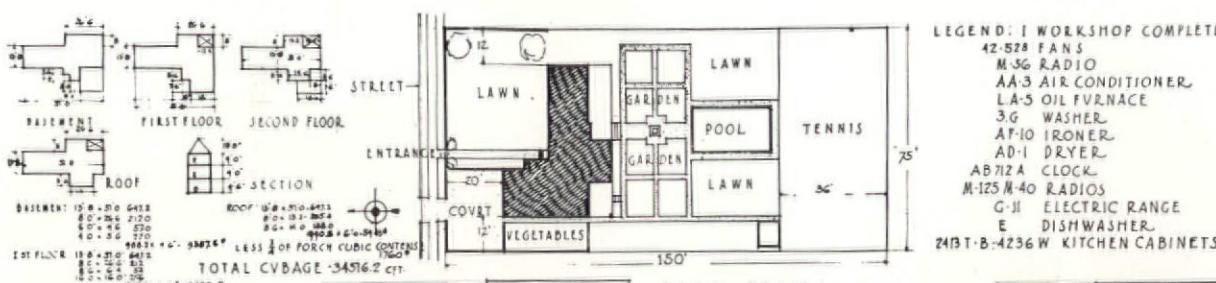
J.Y.D. ATTACHED

BY CLASSIC

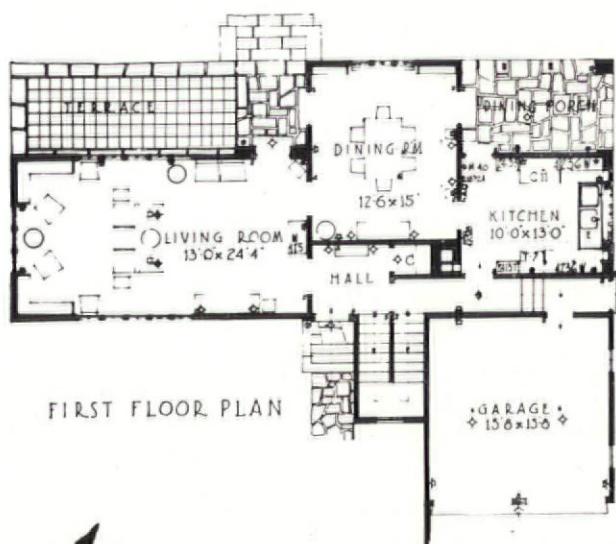
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

An unusual plan in which separate entrances are provided for almost every conceivable class of entrant. The problem of providing fireplaces in both the living room and dining room has been completely taken care of with the use of a single chimney which also serves the fireplace in the basement as well as the heater. This economy is somewhat mitigated by the rather large amount of hall space on the first floor devoted purely to circulation. The main entrance seems a little cramped for a house of this size. On the second floor the relation of bedrooms to bathrooms is particularly successful.

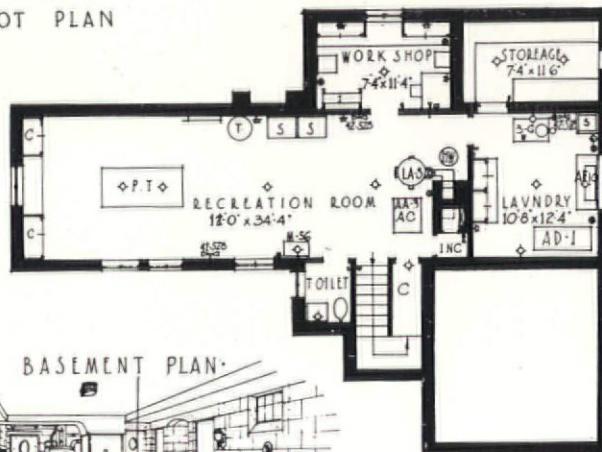
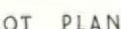
ERNEST F. STRASSLE, TRENTON, N. J.
MENTION—CLASS C



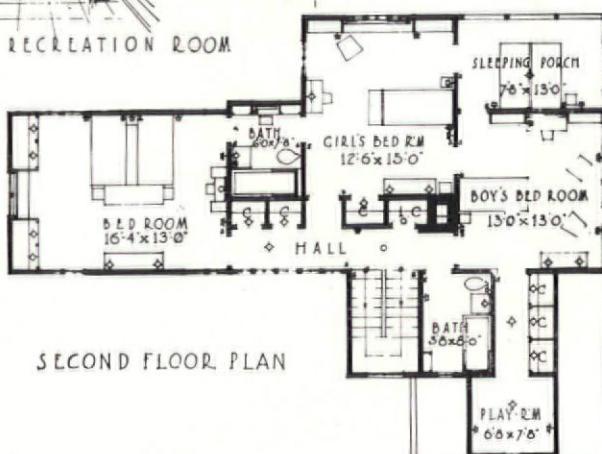
ATTIC FLOOR PLAN



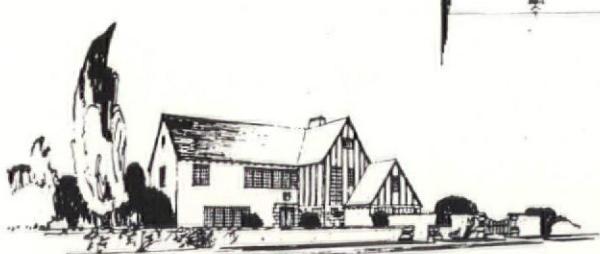
FIRST FLOOR PLAN



\\ BASEMENT PLAN.



SECOND FLOOR PLAN



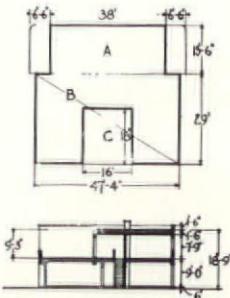
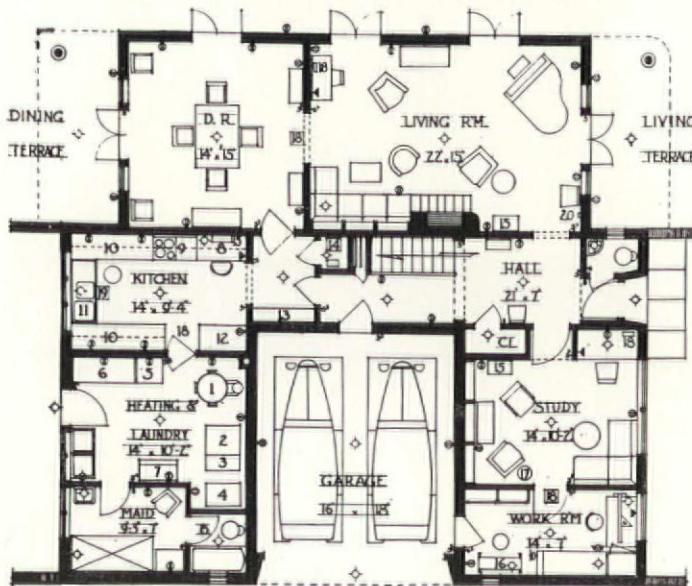
• STREET FRONT •



• GARDEN FRONT •

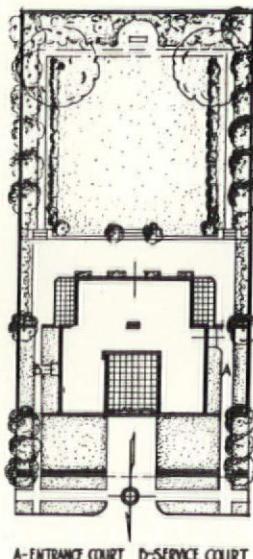
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

An unusual solution of this particular problem is the living room which faces both the front and back of the lot, as does the master's bedroom. The circulation between and through the rooms is straightforward, direct and usually as short as possible. The second floor is particularly compact and provides southern exposure for all the bedrooms. It would have been an advantage to have supplied a sun deck for the master's bedroom particularly in view of the fact that the two children have so well arranged a sleeping porch.

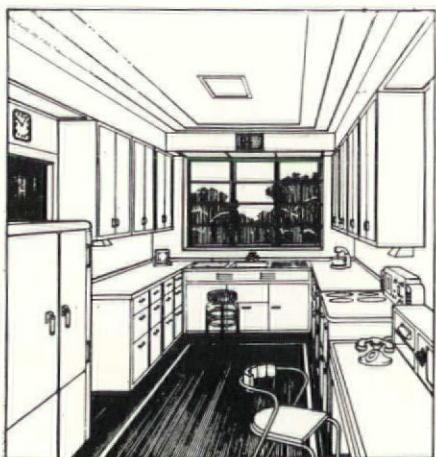
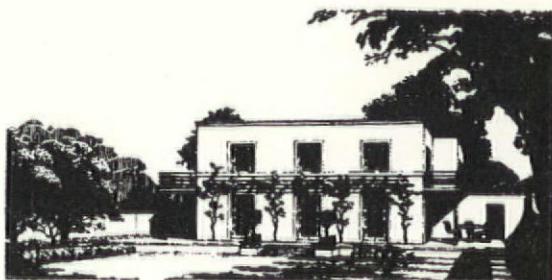


A — 38' x 15'6" = 36,788²
B — 29' x 18' = 524² = 454
PORCHES-2[6' x 18' = 9' x 18' = 454
PAPERS-2[20' x 5' = 18' x 5' = 220
6' x 4' x 3' = 32
CHIMNEYS-2[2' x 2' x 3' = 24
DEDUCT-C-16' x 18' = 9' x 18' = 2,664
TOTAL CUBAGE 34,854²

CUBAGE TABULATION & DIAGRAMS



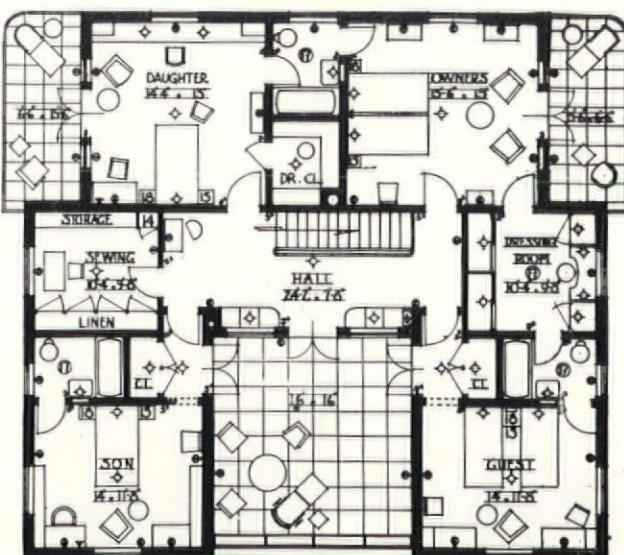
A-ENTRANCE COURT D-SERVICE COURT



EQUIPMENT

- 1 OIL FURNACE
- 2 AIR CONDITIONER
- 3 COILS & FILTERS
- 4 CONDENSING UNIT
- 5 WASHER
- 6 DRYER
- 7 AUTOMATIC IRONER
- 8 PLAN DESK
- 9 ELECTRIC RANGE
- 10 CABINETS
- 11 DISHWASHER
- 12 REFRIGERATOR
- 13 LINEN CABINETS
- 14 CLEANERS
- 15 RADIO
- 16 G.E. WORKSHOP
- 17 SUN LAMP
- 18 ELECTRIC CLOCK
- 19 VENTILATING FAN
- 20 THERMAL CONTROL & HUMIDISTAT

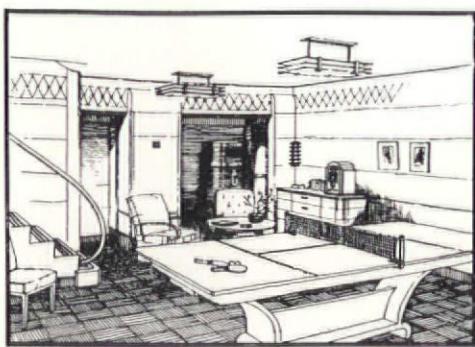
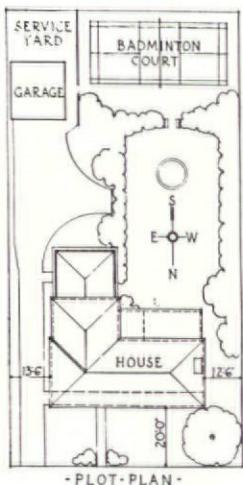
A-PERSPECTIVE OF THE KITCHEN



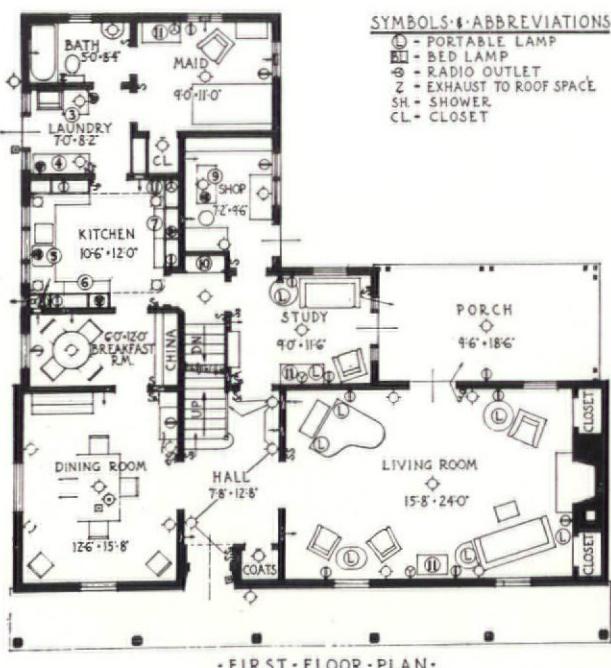
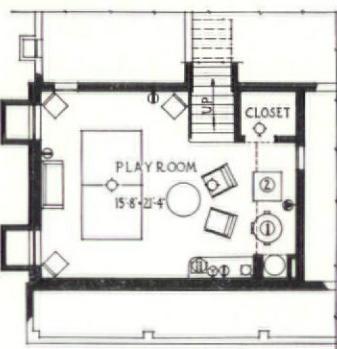
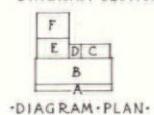
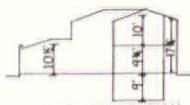
SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

"The house is placed at the north limit of the lot, to conserve the largest possible garden space, and to give the principal living quarters southern exposure and quiet. Advantage has been taken of the fine quality and appearance of modern air conditioning apparatus to incorporate it as part of the laundry. Thus the necessity for a cellar, difficult to keep dry and to light, on a level lot is eliminated and the cubic saving is used in increasing the quarters above ground."

HOWARD A. TOPP and MALCOLM P. CAMERON, LOS ANGELES
MENTION—CLASS D

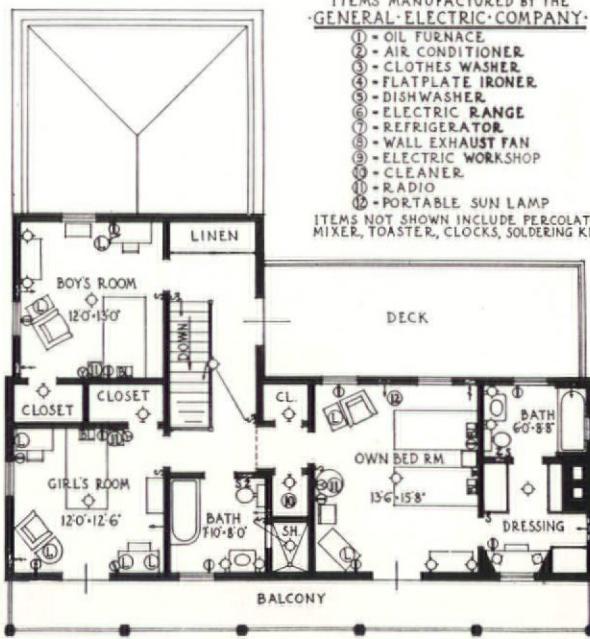


CUBAGE		
A	41' x 49' x 17 1/4' =	979
B	17' x 49' x 19 1/2' =	16452
C	9' x 18' x 9 1/2' =	429
D	4' x 8' x 10' =	779
E	21' x 13' x 19 1/2' =	5599
F	21' x 17' x 10' =	3749
CELLAR	17' x 23' x 4' =	311
GARAGE	18' x 19' x 10' =	3420
TOTAL CUBAGE =		34,956



SYMBOLS & ABBREVIATIONS:

- - PORTABLE LAMP
- - BED LAMP
- ◎ - RADIO OUTLET
- Z - EXHAUST TO ROOF SPACE
- SH. - SHOWER
- CL. - CLOSET



ITEMS MANUFACTURED BY THE
GENERAL ELECTRIC COMPANY:

- ① - OIL FURNACE
- ② - AIR CONDITIONER
- ③ - CLOTHES WASHER
- ④ - FLATPLATE IRONER
- ⑤ - DISHWASHER
- ⑥ - ELECTRIC RANGE
- ⑦ - REFRIGERATOR
- ⑧ - WALL EXHAUST FAN
- ⑨ - ELECTRIC WORKSHOP
- ⑩ - CLEANER
- ⑪ - RADIO
- ⑫ - PORTABLE SUN LAMP

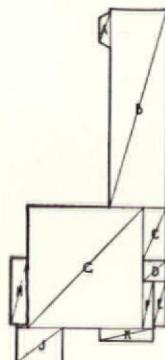
ITEMS NOT SHOWN INCLUDE PERCOLATOR, MIXER, TOASTER, CLOCKS, SOLDERING KIT.

SUBMITTED-BY:

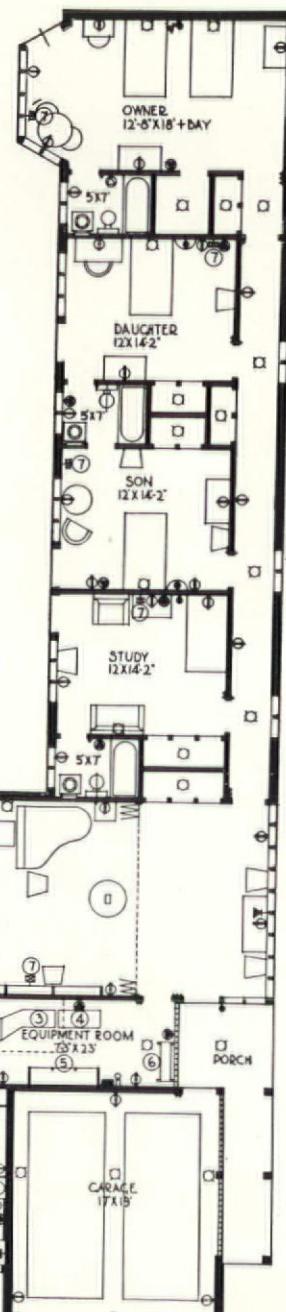
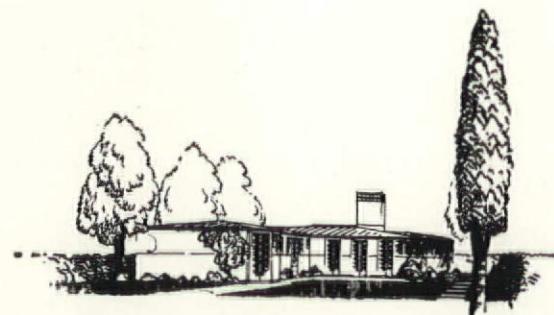
CLASS-D

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

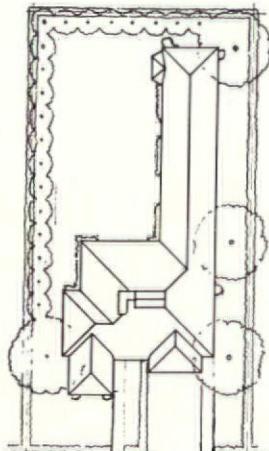
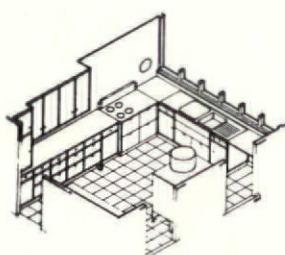
"The proper location of a shop for Mr. Bliss has been considered of vital importance in the development of this design. Since Mr. Bliss enjoys making small models of his inventions and doing other shop work, the logical place for the shop is adjacent to the living portion of the house. During evenings when he is in the shop and Mrs. Bliss is in the study, they can enjoy a companionship which would be lacking were the shop in a more remote location. A soundproofed door between the shop and study can be kept closed at occasional times when the shop work necessitates undue noise."



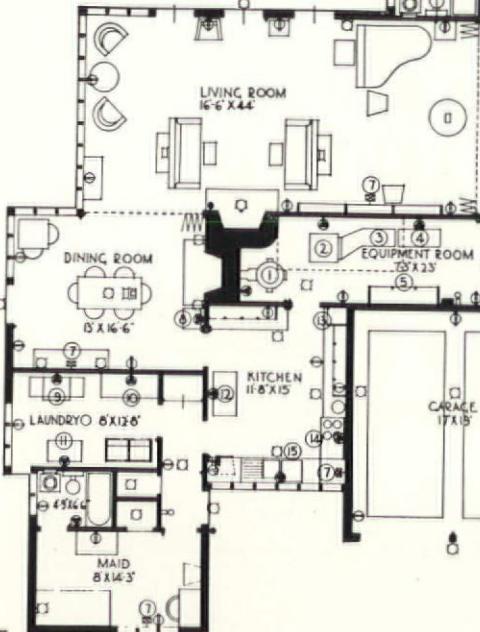
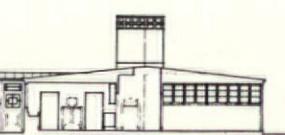
FLOOR AREA	
A 9'6x35	343
B 19'6x6	1254
C 7'6x17	1254
D 7'8x72 -4	132.6
E 14'6x4 -4	140
F 15'0x36	5004
G 37'3x40'5	1510.65
H 5'8x22'4	13216
I 3'5x1	35
J 12'3x13	18819
K 18'4x3	774
TOTAL	34273
AVERAGE HEIGHT	10
CUBAGE OF HOUSE	34273
CHIMNEY	390
TOTAL CUBAGE	34607.3



SUBMITTED BY
MR. G.E.
(HOTSTUFF)
HOTPOINT
IN CLASS "D"

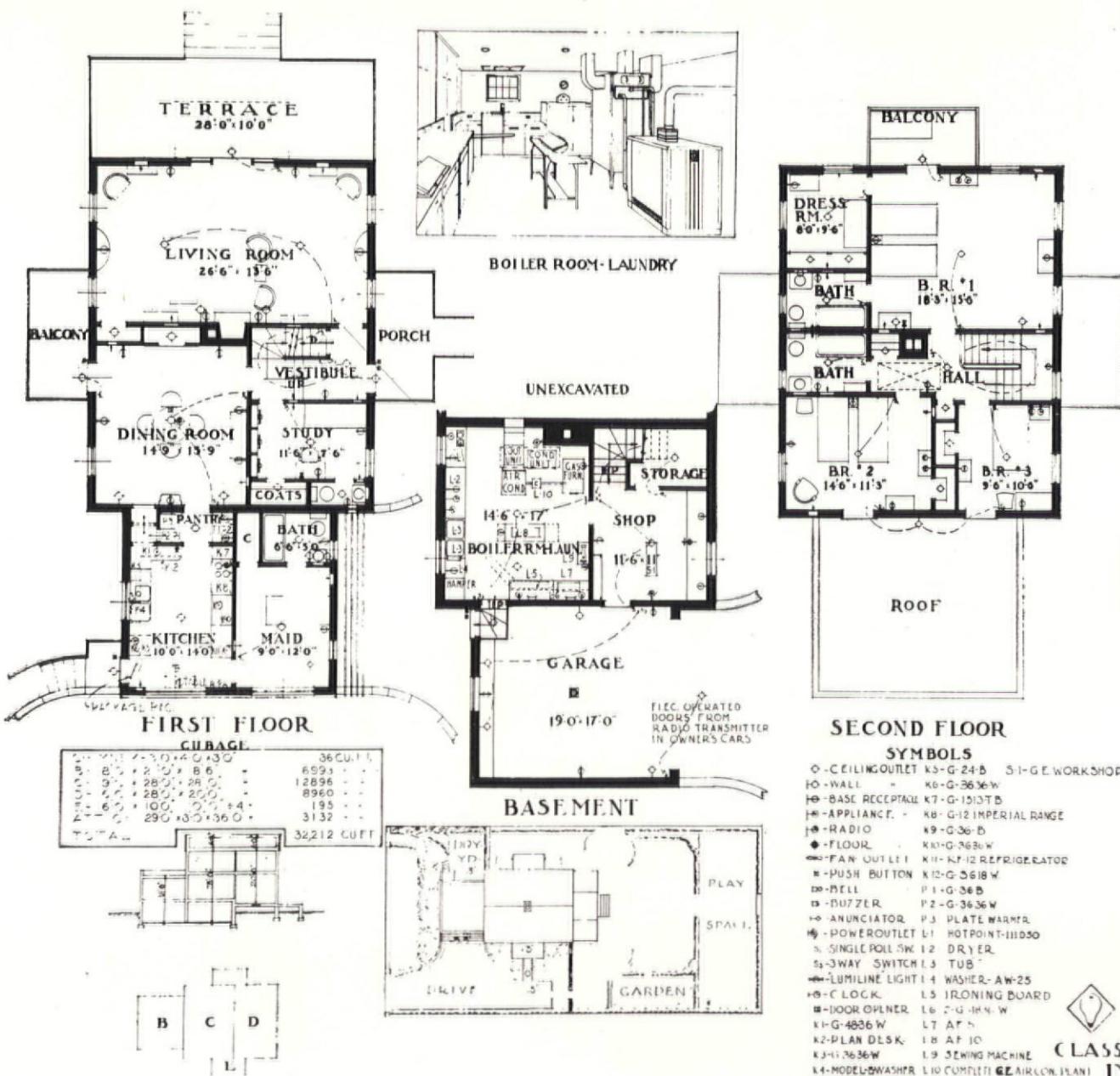
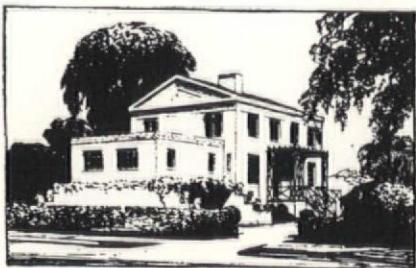


EQUIPMENT LEGEND
1 GE OIL FURNACE
2 GE AIR CONDITIONER
3 GE COOLING COILS
4 GE CONDENSING UNIT
5 GE VACUUM CLEANER ETC.
6 GE HOME WORKSHOP
7 GE RADIOS
8 GE APPLIANCES
9 GE IRONER
10 GE DRYER
11 GE WASHER AND WRINGER
12 GE REFRIGERATOR
13 GE MIXER CABINET
14 GE RANGE
15 GE DISHWASHER



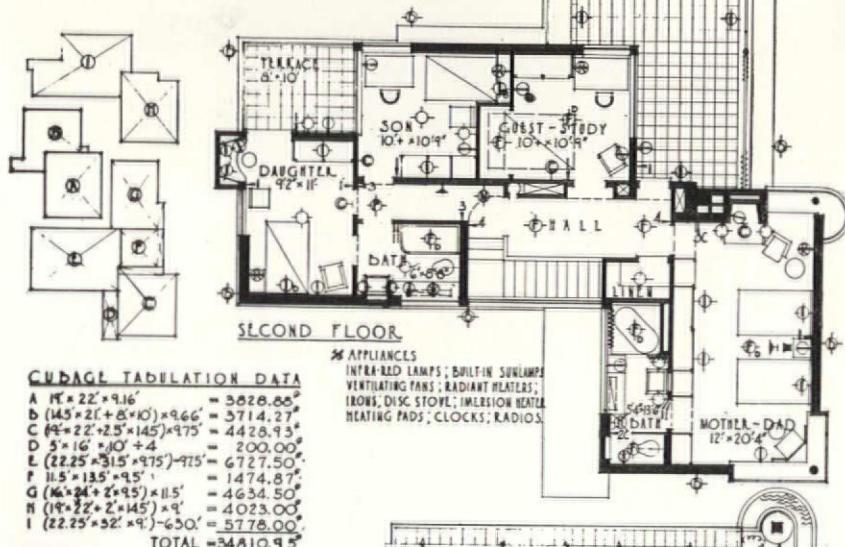
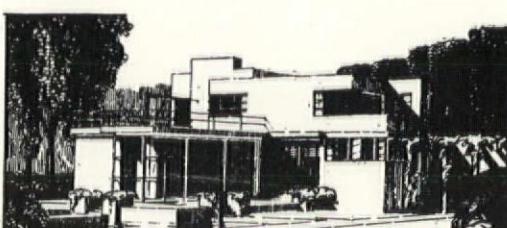
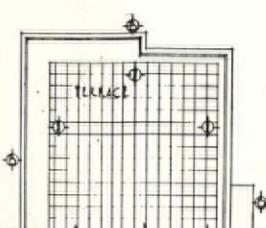
"Formerly the orientation of houses built in southern climates was determined by the fact that the sun heated the rooms to an unpleasant temperature. Air conditioning has changed all this. The rooms can now face south to catch the sunlight while the air conditioning controls the temperature and humidity. In this house all principal rooms are made to face the east and the south, thus enclosing on two sides and opening directly onto a large outdoor room or garden enclosed on the two remaining sides by closely planted trees."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



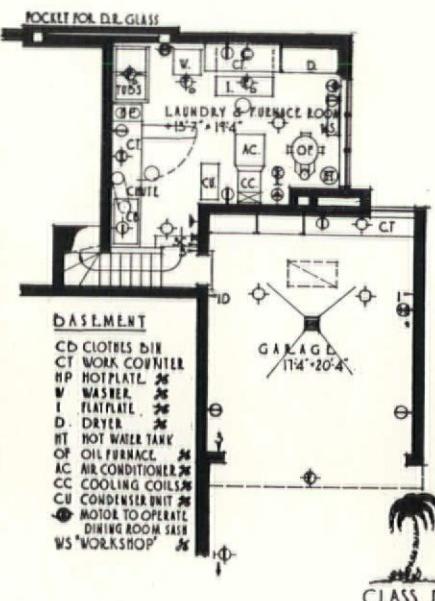
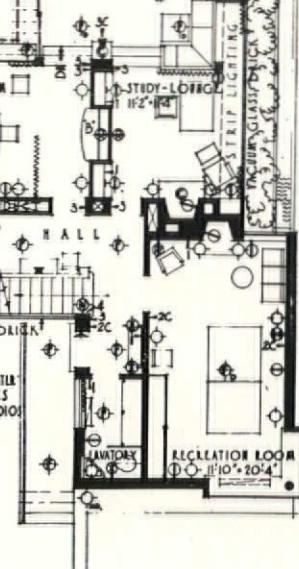
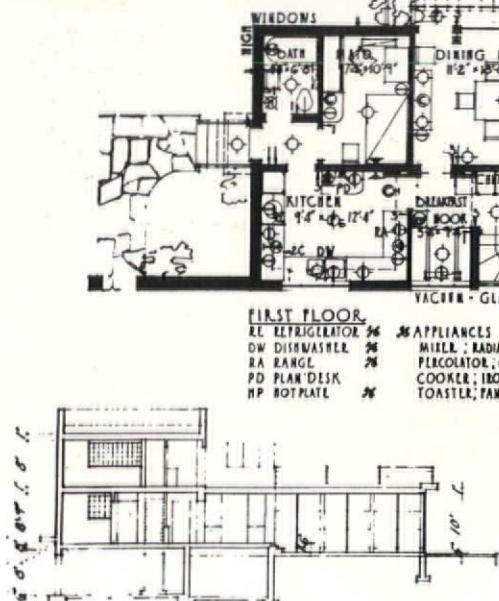
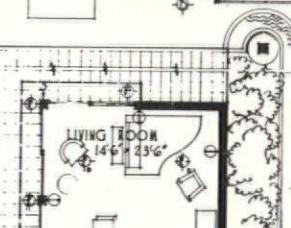
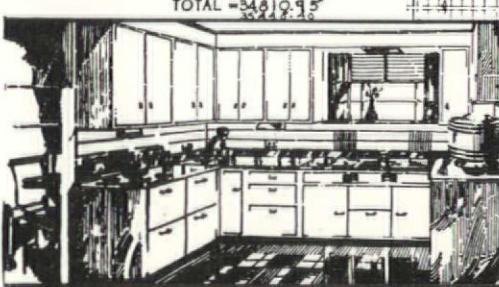
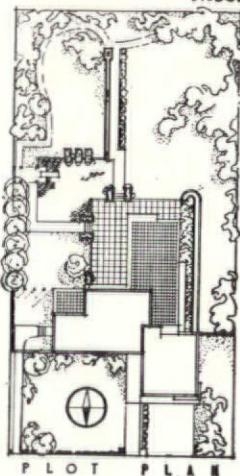
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"This house, susceptible of being built of concrete block, light steel with cork insulation stuccoed or faced with block, or of frame insulated with faced flush boarding, is designed for economy of construction. The raised first floor is in keeping with Southern traditions and is adjusted to utilize the exact amount of excavated material on the site. It also permits the screening of an accessible garage; and a high ceiling for the living room. Effort is made to provide the maximum privacy and out-of-door living possible on a small lot with such building-line restrictions."



ELECTRIC SYMBOLS

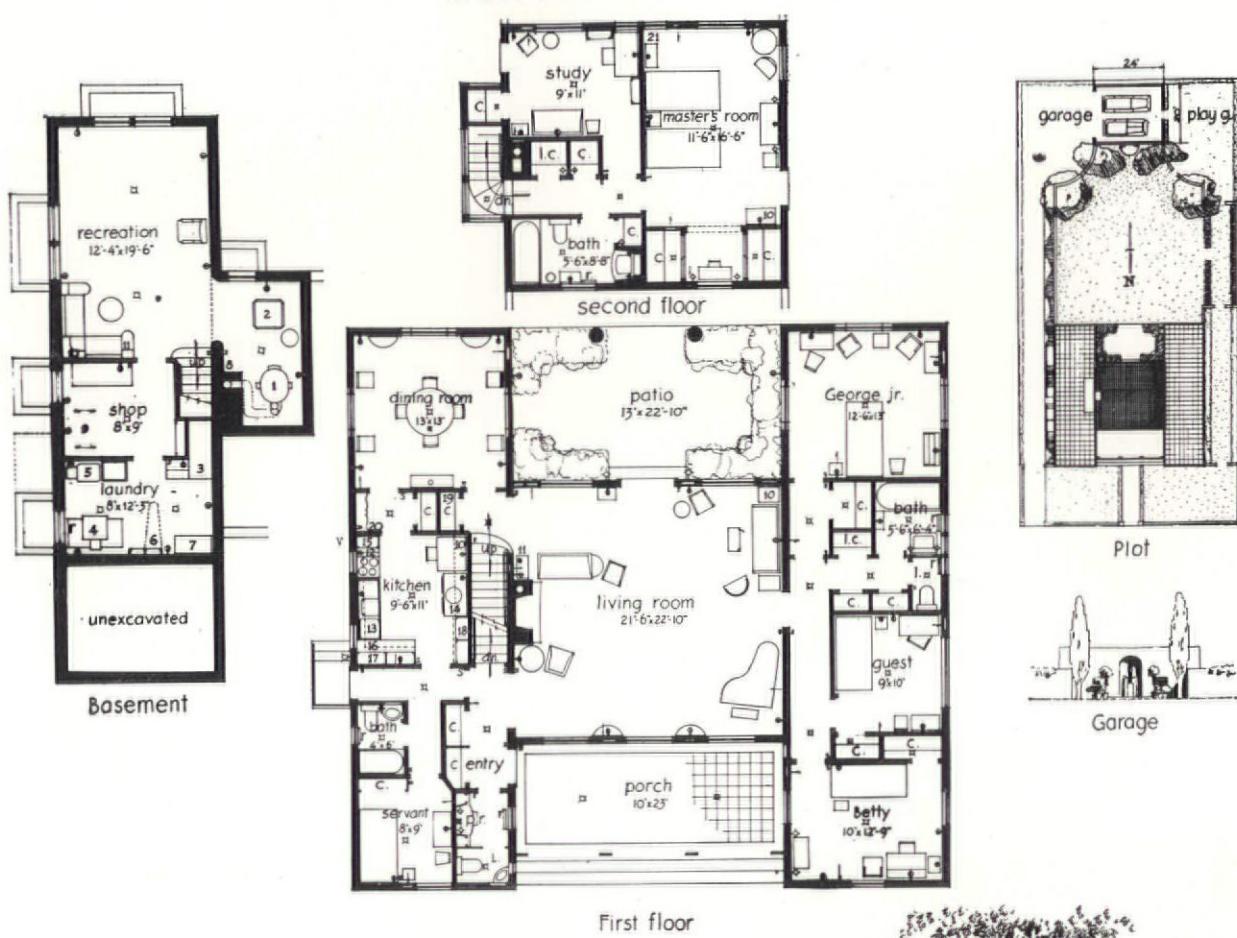
- I SWITCH → ID GARAGE DOOR
- CEILING OUTLET
- WALL OUTLET
- INDUAL PURPOSE WALL FIXTURE
- FLUSH DUAL PURPOSE CEIL. FIXTURE
- SEMI-INDIRECT CEIL. FIXTURE
- FLUSH CEILING FIXTURE
- BUILT-IN WALL & CASE FIXTURE
- NIGHT LIGHT OUTLET
- CLOCK OUTLET
- CONVENIENCE OUTLET
- COMBINATION RADIO-CONV.O.
- VENTILATING FAN OUTLET
- ELECTRIC RADIANT HEATER OUTLET
- POWER OUTLET
- BURGLAR LIGHT OUTLET
- TELEPHONE
- △ COMMUNICATING SYSTEM
- PB CONTROL OF MOTOR OPERATED WINDOW



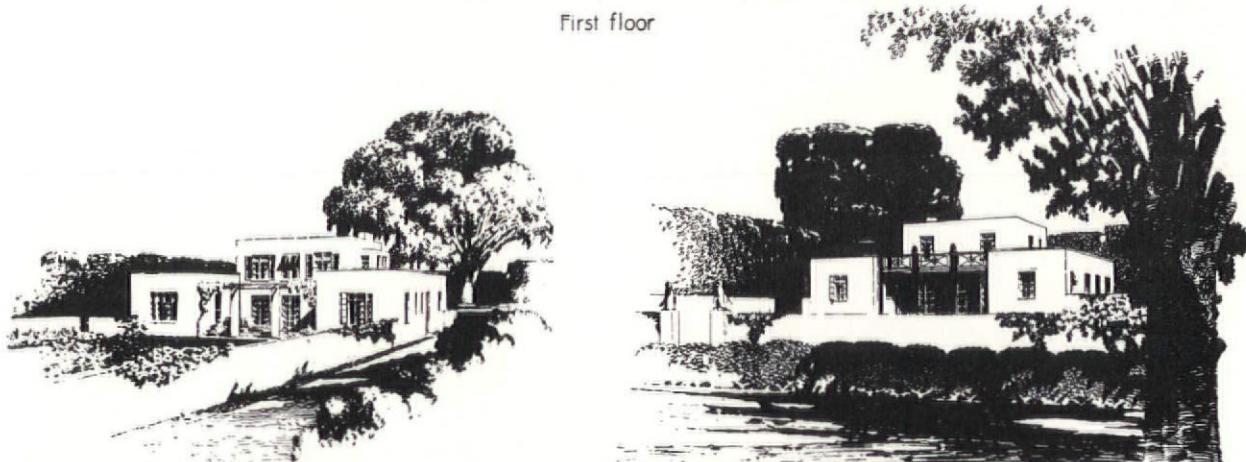
SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

"The design is a consequence of planning for the intimate or ultimate use of space, including the outdoors in the scheme by orientation and fenestration of the areas. The Study-Lounge, Living Room, Dining Room group are adaptable to 'use sequence' as determined by family routine, employing curtain walls, or as one continuous area when demanded by informal social functions, including the adjacent area of the Recreation Room."

H. T. LINDEBERG and DANIEL NEILINGER, ASSOCIATE, NEW YORK
MENTION—CLASS D

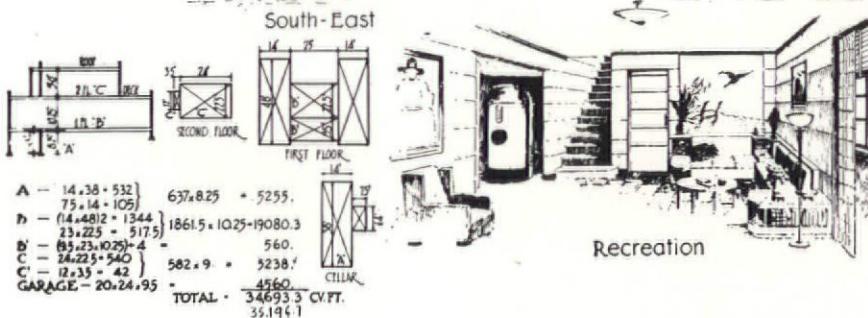


First floor



South-East

North-West

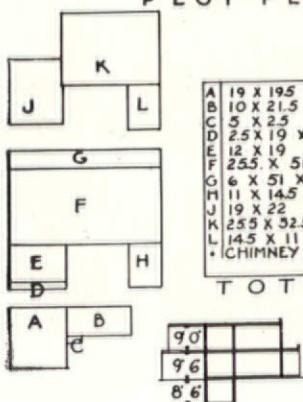
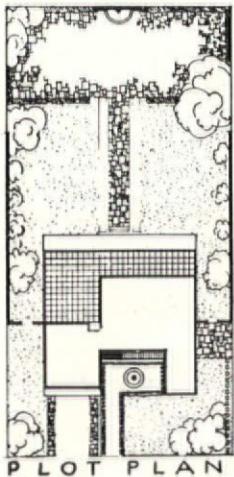


SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

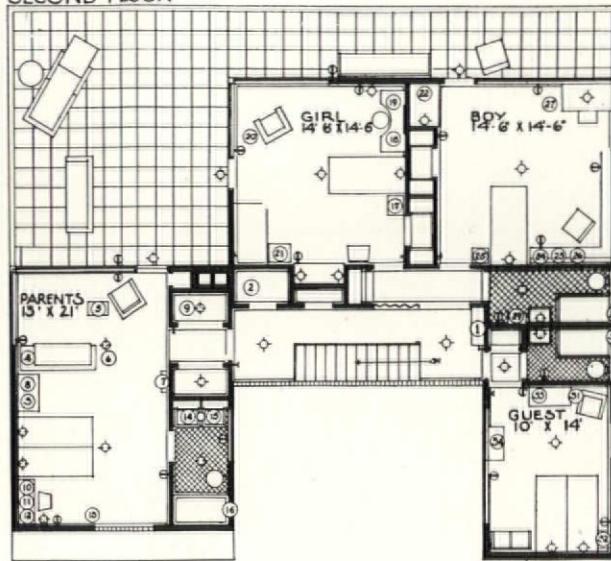
- List of GE Equipment**
- 1-oil burner LAS
 - 2-air conditioner M-3A6
 - 3-dryer AD-1
 - 4-flatplate ironer AF-10
 - 5-washer - 3G
 - 6-hotpoint iron
 - 7-twin hotplate
 - 8-bell transformer
 - 9-workshop
 - 10-clock
 - 11-radio
 - 12-range imperial- GII
 - 13-dishwasher - DSF
 - 14-refrigerator - S-107
 - 15-fan - 42X528
 - 16-mixer - 42X390
 - 17-cabinets - 11 of 36" wall,
7 of 18" wall, 3 of base
 - 18-1-G 2424TB, 1G 2424TL
 - 19-vacuum cleaner
 - 20-chime call bell
 - 21-sewing machine ,

CLASS D

"Owing to the lack of space, it is difficult to illustrate adequately on the plans or the perspectives the architectural treatment of the garage. The 5-foot wall enclosing the court abuts with the north wall of the garage. A niche, as part of the garage wall, with a simple pool treatment, would terminate the south axis of the small patio. The garage, in other words, would appear as a part of the wall treatment."

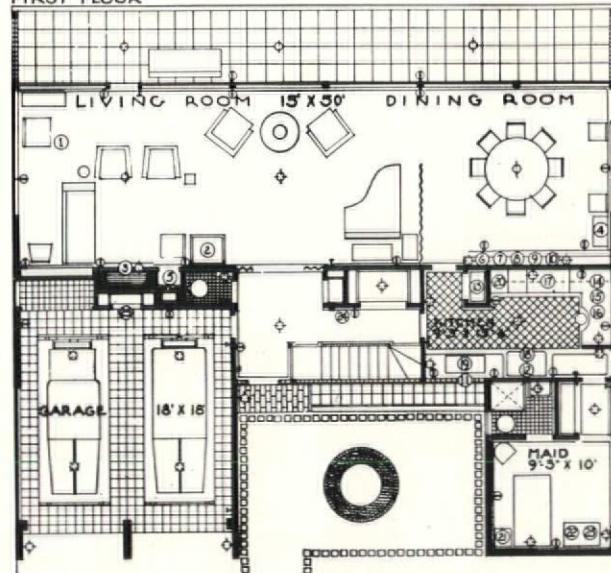


SECOND FLOOR



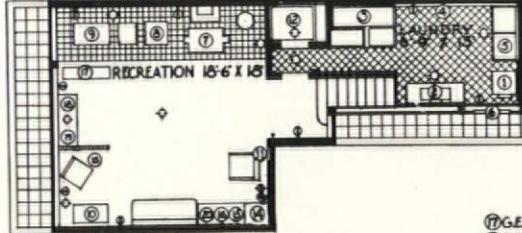
- ① G.E. EASEL-CLOCK ABF-54
- ② G.E. CLEANER AV-2
- ③ G.E. CLOCK AB712A
- ④ G.E. FAN 75425
- ⑤ G.E. RADIO M-5L
- ⑥ G.E. SUN LAMP BM3
- ⑦ G.E. HEATER 11A44
- ⑧ G.E. BLADE SHARP 30917A
- ⑨ G.E. CLEANER AV-20
- ⑩ G.E. CURLING IRON 11912
- ⑪ G.E. HEATING PAD 126014
- ⑫ G.E. IRON 119796
- ⑬ G.E. INFRARED LAMP IRZ
- ⑭ G.E. IMMEN HEATER 11516
- ⑮ G.E. STOVE-DISC 151D52
- ⑯ G.E. VENT. FAN 51X95
- ⑰ G.E. CLOCK AB7F-54
- ⑱ G.E. FAN 42X548
- ⑲ G.E. CURLING IRON 119112
- ⑳ G.E. SUN LAMP LMI
- ㉑ G.E. RADIO M-40
- ㉒ G.E. BLADE SHARP 30917A
- ㉓ G.E. SOLDERING-NIT 13959
- ㉔ G.E. RADIO M-40
- ㉕ G.E. CLOCK AB8B-02
- ㉖ G.E. FAN 42X548
- ㉗ G.E. SUN LAMP LMI
- ㉘ G.E. VENT FAN 51X95
- ㉙ G.E. INFRARED LAMP IRZ
- ㉚ G.E. VENT FAN 51X95
- ㉛ G.E. SUN LAMP LMI
- ㉜ G.E. FAN 19X271
- ㉝ G.E. CLOCK AB7F-52
- ㉞ G.E. RADIO M-40

FIRST FLOOR



- ① G.E. SUN LAMP OBT
- ② G.E. RADIO M-59
- ③ G.E. CLOCK 201
- ④ G.E. FAN 55X165
- ⑤ G.E. CLEANER AV-20
- ⑥ G.E. URN SET 119.579
- ⑦ G.E. WAFFLE-IRON 129.683
- ⑧ G.E. COOKER 119.522
- ⑨ G.E. TOASTER 119.738
- ⑩ G.E. CHAFG-DISH 129.621
- ⑪ G.E. WALL FAN 27.643
- ⑫ G.E. CLOCK AB2F-04
- ⑬ G.E. CLEANER AV-2
- ⑭ G.E. TOASTER 119.737
- ⑮ G.E. COFFEE MKR 109.998
- ⑯ G.E. IRON 119.583
- ⑰ G.E. RANGE G-11
- ⑱ G.E. REFRIGERATOR K-7
- ⑲ G.E. DISHWASHER E
- ⑳ G.E. MIXER CABT 49.552
- ㉑ G.E. RADIO M-40
- ㉒ G.E. CLOCK AB7F-52
- ㉓ G.E. CURLING IRON 119.112
- ㉔ G.E. THERM. CONT & HUMID
- ㉕ G.E. CLOCK AB1F608

BASEMENT

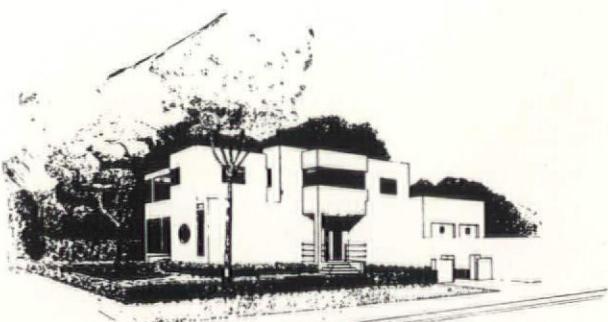


- ① G.E. WASHER 2G
- ② G.E. IRONER AF-10
- ③ G.E. DRYER ADI
- ④ G.E. CLOCK AB2F-04
- ⑤ G.E. HOTPLATE 131D52
- ⑥ G.E. WIND.VENT.5X95
- ⑦ G.E. OIL FURNACE LA-5
- ⑧ G.E. AIR COND'TR AA-3
- ⑨ G.E. CONDENSER CM-6A
- ⑩ G.E. RADIO M-49
- ⑪ G.E. CLOCK AB1F608
- ⑫ G.E. CLEANER AV-20
- ⑬ G.E. SUN LAMP BM2
- ⑭ G.E. REFRIGERATOR F-5
- ⑮ G.E. COOKER 119.622.
- ⑯ G.E. CHAFG DISH 129.621

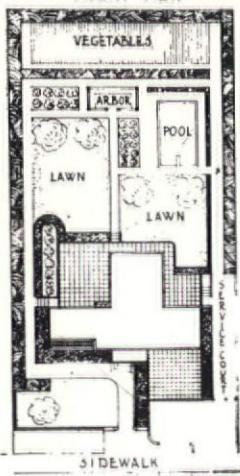
CLASS D

One of the most open of the plans in which the entire south side of the house is of glass. The terrace on the second floor is, however, projected sufficiently beyond this to shade the glass from the direct rays of the noonday sun. The second floor is so arranged that all the bedrooms except the guest room have southern exposure while the guest room is sufficiently isolated to gain privacy and freedom from noise.

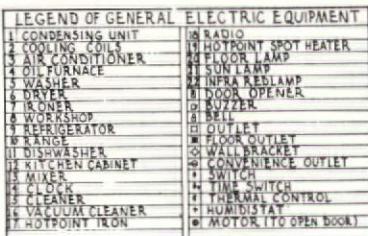
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



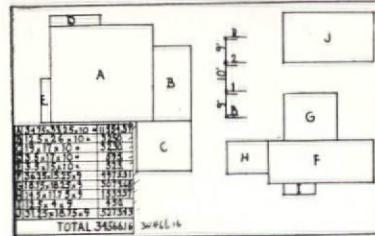
FRONT VIEW



PLOT PLAN



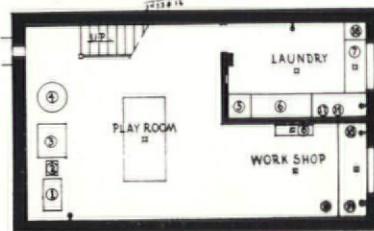
GARDEN VIEW



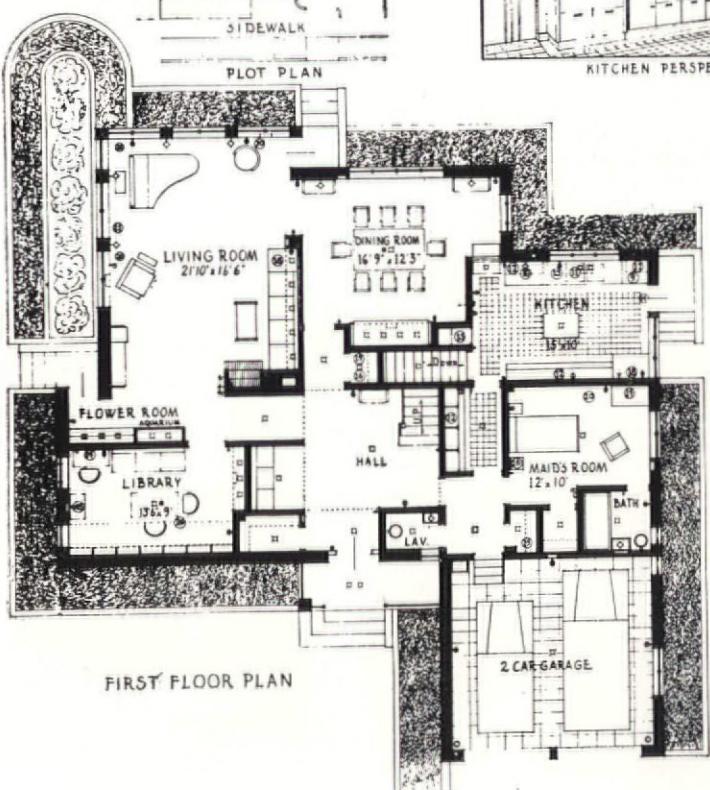
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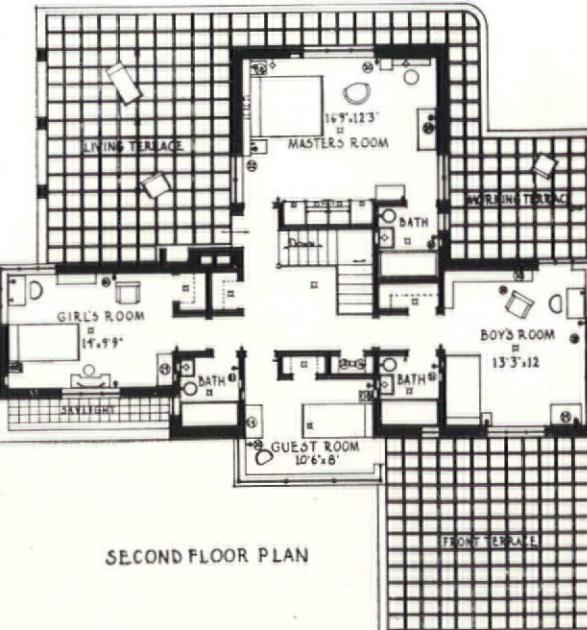
KITCHEN PERSPECTIVE



BASEMENT PLAN



FIRST FLOOR PLAN



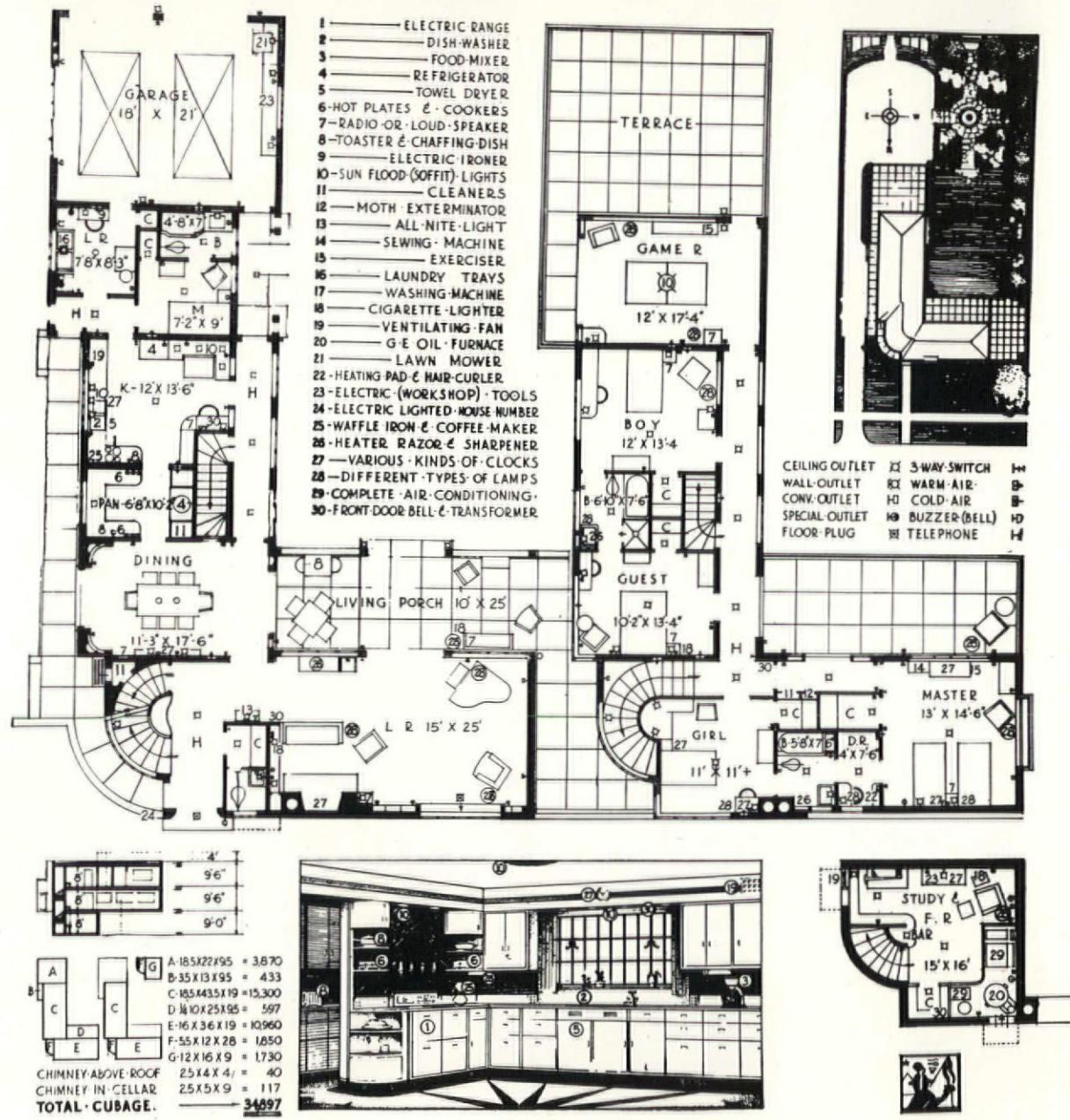
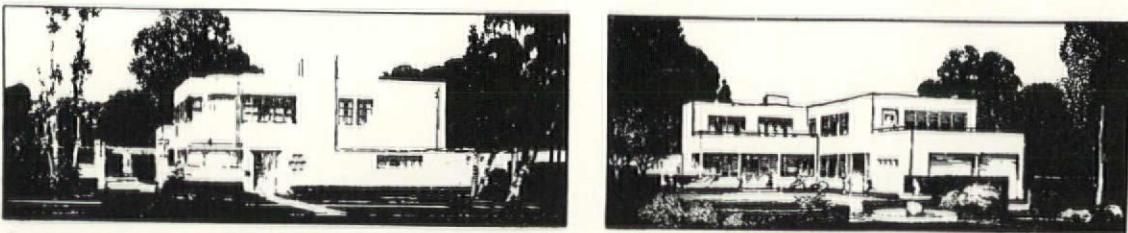
SECOND FLOOR PLAN

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

“The plan, design and equipment of this house are directly related to the activities of the owner, his family and his guest. Increasing leisure has also influenced the planning of this house, by increasing the number of functions which the house supplies. The growing vogue of outdoor living is exemplified by the use of the garden and terraces which are employed constantly throughout the day and evening as the center of both home and social life.”

NOM DE PLUME

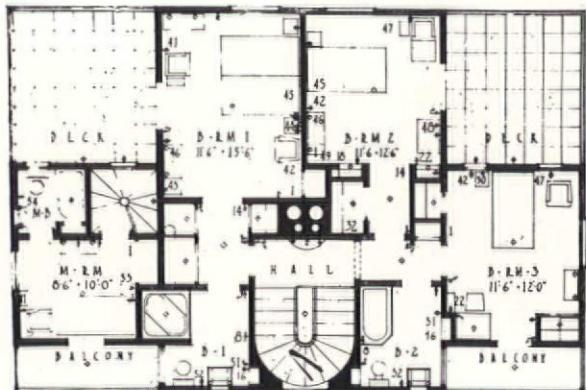
CLASS "D"



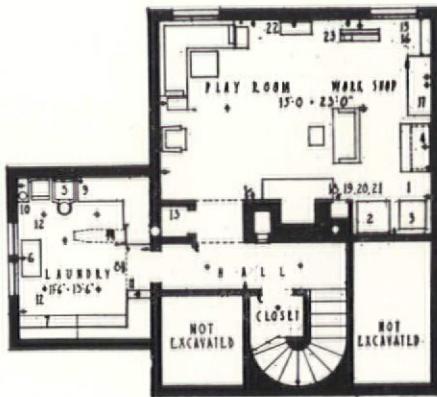
CLASS ---- D

"The principal house is of two stories above grade and its important use of the lawn is its outstanding feature. The large living room and the open (gallery) lounge face the south and the vista is terminated by a formal garden at the rear of the lot. The dining room may be opened up on the gallery or porch at one end, and a terrace extends to the limits of the property on the other end, making a well circulated living unit."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

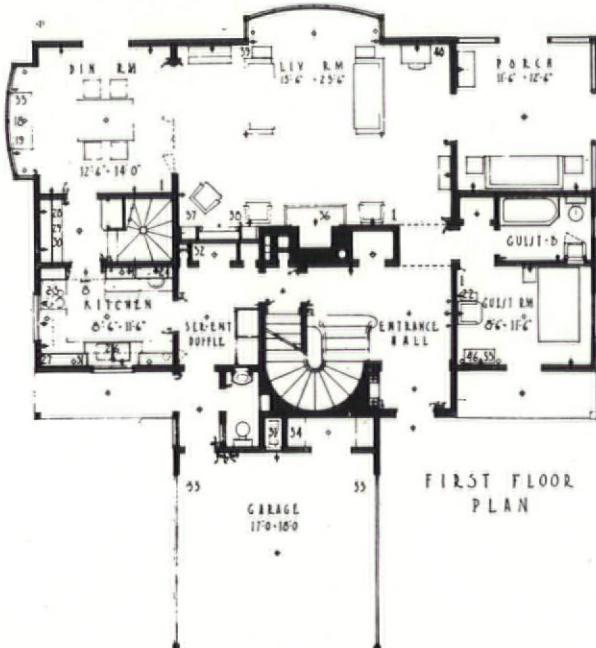


SECOND FLOOR PLAN

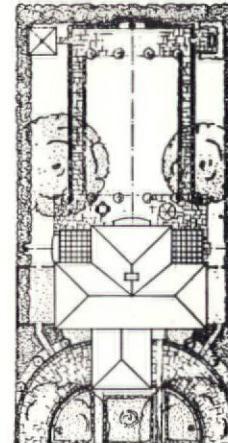


BASEMENT PLAN

G E EQUIPMENT	
1	CONDITIONED BLD.
2	FURNACE.
3	AIR CONDITIONER.
4	CONDENSING UNIT.
5	WASHER, Z.G.
6	IRONER, A-F 10
7	DRYER, AD 1
8	FAN, 31-995
9	CLOCK, AB-28-02
10	PLATE, 40101
11	RADIO, M 40
12	SUNLAMP-CULTRIP.
13	SUNLAMP, O.D.T.
14	CLEANER, AY-4
15	MOTO-IRON, 119F03
16	SLEEPING KIT.
17	BISC STOVE, 150-52-43
18	CLOCK, AD-7754
19	CLOCK, AD-140044
20	COOKER, 35 G-22
21	CHAFING DISH
22	WAFFLE IRON
23	COFFEE MAKER,
24	RADIO, M 41
25	WORK SHOP
26	LIFTING-LATOR, 79
27	RANGE, IMPERIAL
28	RADIO, SHARPER
29	BISH WASH-MOD D
30	MIXER, 49-590
31	TOASTER, 119 T 37
32	CLOCK, AD-5F60



FIRST FLOOR
PLAN



PLOT PLAN

CUBIC CONTENTS.	
A-12-15-3-27	4 957
D-245-323-27-2	4 607
C-12-15-3-19	3 400
D-16-21-3-5	3 591
E-12-15-3-5	1 650
F-12-15-3-4	3 703
TOTAL 24 026	



FRONT ELEVATION



KITCHEN



GARDEN ELEVATION

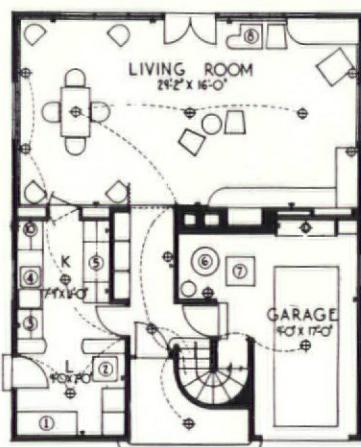
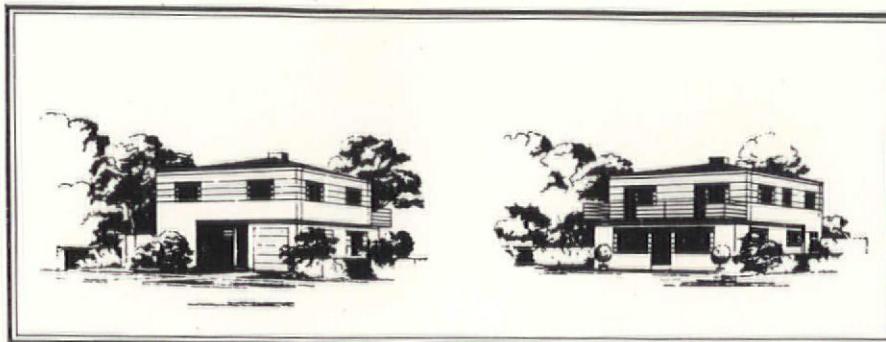
CLASS D

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

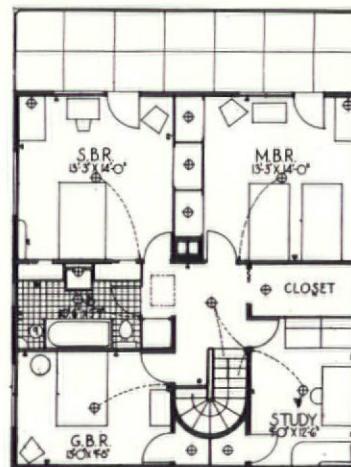
"The almost unlimited possibilities of the lighting, both as practical and decorative features of the house, can merely be suggested. Special window lighting for living room and dining room bays combined with central indirect light fixtures, with variable light intensities and color, have been considered. Revealed book cases, with soffit and side light panels of diffusing glass, are indicated on the plans. Specially designed fixtures for bedrooms, halls and baths lend greatly to the practical use as well as the decorative effectiveness of the mirrors."

SELECTED DESIGNS

IN A COMPETITION AS LARGE AS THIS THERE WILL ALWAYS BE MANY SCHEMES OF GREAT INTEREST WHICH FOR ONE REASON OR ANOTHER FAIL TO WIN PRIZES. NEVERTHELESS THEIR INTEREST REMAINS. THE ARCHITECTURAL FORUM HAS THEREFORE SELECTED FORTY-EIGHT SUCH SCHEMES AND PRESENTS THEM ON THE FOLLOWING PAGES. WHEREVER POSSIBLE, THE DESIGNER'S OWN WORDS IN EXPLANATION OF HIS REASONING HAVE BEEN QUOTED. WHERE THIS WAS NOT POSSIBLE, THE FORUM HAS ATTEMPTED TO CALL ATTENTION TO THE MERITORIOUS FEATURES OF THE DESIGN AND TO INDICATE POSSIBLE DEFECTS WHICH MAY HAVE PREVENTED A HIGHER DEGREE OF RECOGNITION.



FIRST FLOOR PLAN



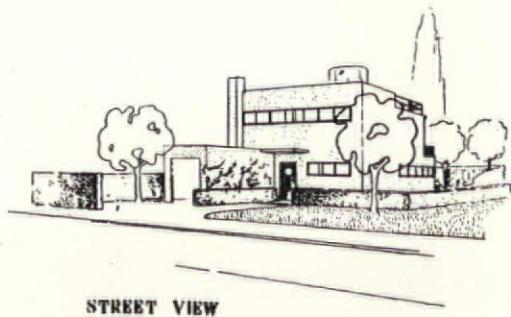
SECOND FLOOR PLAN



SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

"The approach to this design is one of analyzing the activities of each member of the family . . . Mrs. Bliss' daily activities, consisting of cooking, laundry, etc., are confined to the northeast side of the house on the first floor while Mr. Bliss' interests, such as drafting, work on car, etc., are confined to the northwest side of the house. Therefore there is no interference with each person's individual duties to make confusion. The work bench is separated from the study because Mr. Bliss must have a place of comparative quiet—for his research, inventing, drafting and reading."

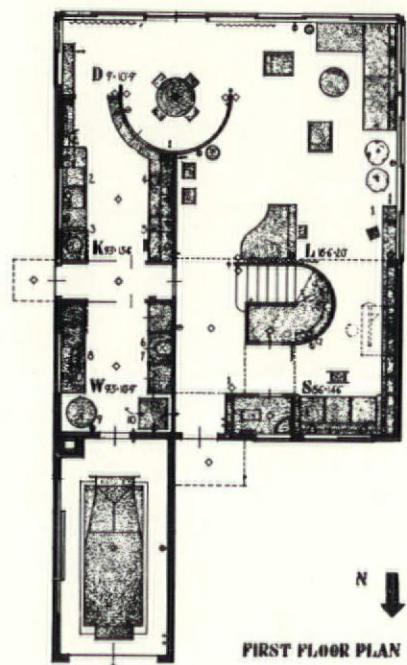




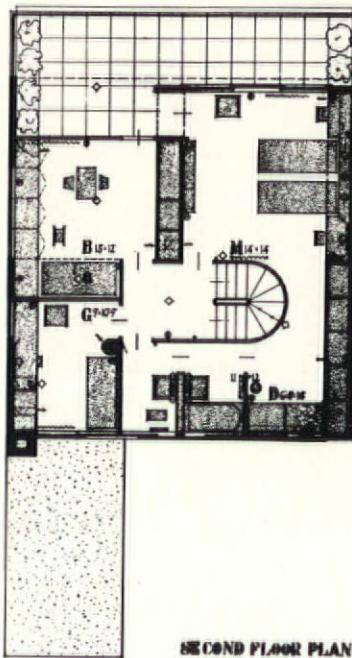
STREET VIEW



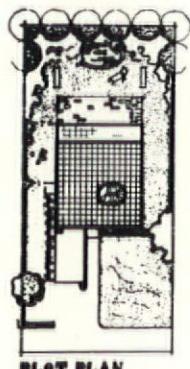
GARDEN VIEW



FIRST FLOOR PLAN



SECOND FLOOR PLAN



PLOT PLAN

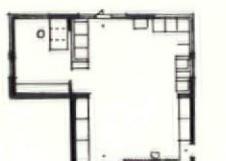
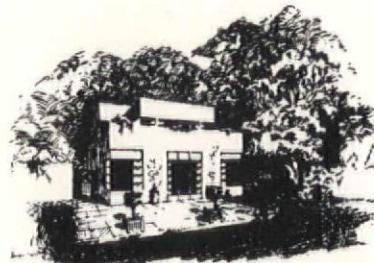
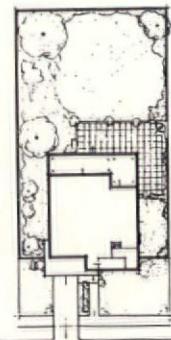
NO.	C. I. PRODUCTS
1	RADIO
2	DISHWASHER
3	REFRIGERATOR
4	RANGE
5	CABINETS
6	WASHER
7	PLAYSHOP
8	DE. WORKSHOP
9	AIR CONDITIONER
10	BED HEATER
11	SUN LAMP
12	SWITCHES
	CHARGE
D	D 10'-0" - K 10'
C	C 10'-0" - K 10'
B	B 10'-0" - K 10'
A	A 10'-0" - K 10'
	15' 0"



KITCHEN

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

"All living spaces have maximum space feeling with minimum enclosing walls yet have necessary privacy. Note furred ceiling over study and hall giving definite shape for living room. Same between hall and study . . . In dining space sliding opal glass shutter from kitchen is used as bar . . . Kitchen, workshop have double doors separating them. For everyday use one door would be fixed. For recreation ping-pong, etc., the two rooms open into one. The workshop space provides for storage of ironer, washer and soiled clothes bin with linen chute from bathroom directly above."

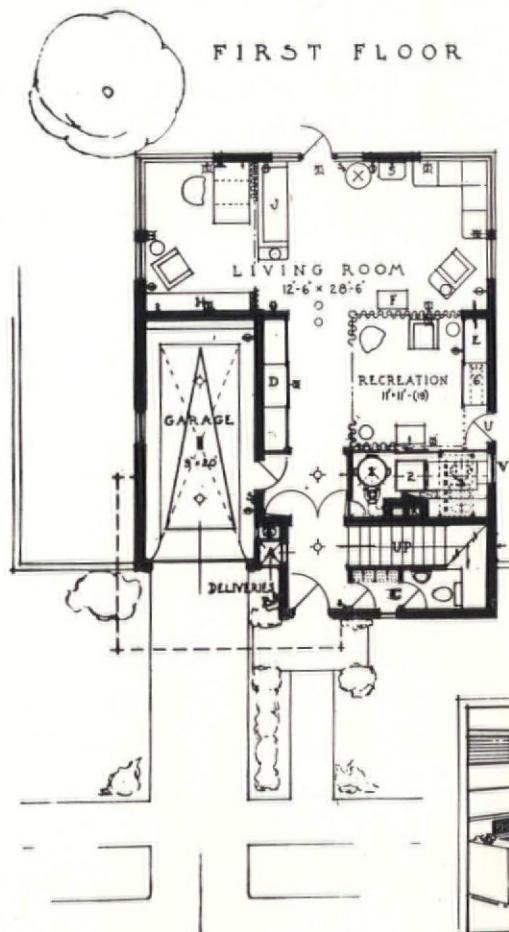


PARTY ARRANGEMENT

G · E · SYMBOLS

- | | | | |
|-----------------|-------------------|----|---------------|
| 1 | OIL FURNACE | 9 | REFRIG. T-9 |
| 2 | AIR CONDITIONER | 10 | WASHER AW-25 |
| 3 | CONDENSING UNIT | 11 | IRONER AF-10 |
| 4 | MOTOR-PKG ELEV. | 12 | DRYER AD-1 |
| 5 | RADIO - LIVING RM | 13 | CLEANER III-A |
| 6 | ELECTRIC WORKSHOP | 14 | RADIO - M-51 |
| 7 | DISHWASHER - E | 15 | RADIO - M-BI |
| 8 | IMPERIAL RANGE | 16 | RADIO - M-SI |
| 17 MIXER 49x350 | | | |

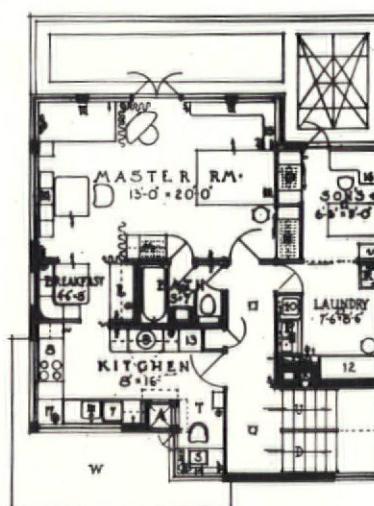
FIRST FLOOR



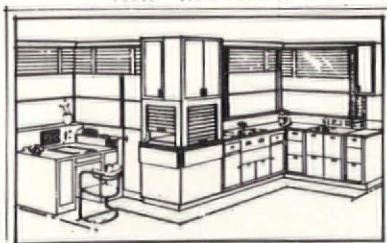
SECOND FLOOR

S Y M B O L S

- | | |
|---|-------------------------------------|
| A | PACKAGE ELEVATOR |
| B | ELECTRIC (2-WAY) SPEAKER |
| C | GUEST CLOSET & LAVATORY |
| D | GEN. & RECREATION CLOSET |
| E | DRAWING CLOSET |
| F | TEA TABLE - PARTIES |
| G | CHILD'S CL. - PLAY YARD |
| H | BOOK CASES - STUDY |
| J | CONVERTIBLE TO BED |
| K | INCINERATOR |
| L | LINEN & SILVER, ETC. |
| M | CLOTHES CLOSET - MAN |
| N | " " WOMAN |
| O | " " CHILD |
| P | LAUNDRY - BLANKETS, ETC. |
| R | LAVATORY & LAUNDRY TRAY |
| S | OBSERVATION DEVICE |
| T | PLANNING CENTER |
| U | GLASS TO PLAY YARD |
| V | VENT FOR CONDENSER AREA FOR FLOWERS |



THE KITCHEN



C U B A G E
 $A+B = (4+18+34+30) 10\frac{1}{4} = 11,193$
 $C+D+E = (4+18+24+30+4+2) 6\frac{1}{2} = 7,665$
 $R.F.A.P.P. = (9+4+4+4) 2 = 104$
 $R.F.P.E.N.T. = 10 \times 4 \times 8 = 320$
TOTAL IN CU. FT. = 19,282

S U B M I T T E D B Y



CLASS 'A'

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"To provide for maximum area for the garden, for personal convenience as well as mechanical economy, the separation of the elements is necessarily vertical . . . The motivating thought has been to concentrate those elements pertaining to intimate family life and to separate from these those elements which function in the associated life . . . the convenience is further supported by a special feature of the kitchen and the planning center—the package elevator . . . Having no scenic or ventilating value, the bathroom window has been eliminated."

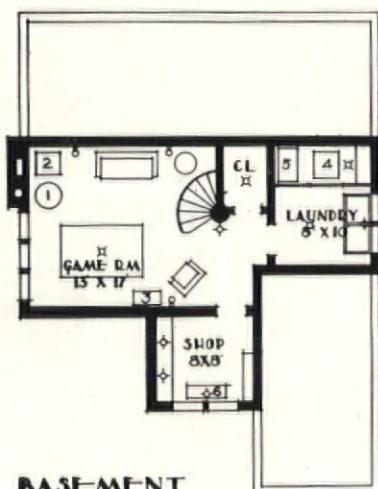


LIST OF GENERAL ELECTRIC APPLIANCES USED

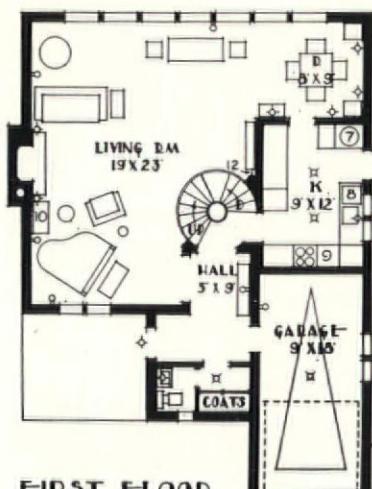
BASEMENT:
 1 GE OIL FURNACE LA4
 2 GE AIR CONDITIONER 21A4-3A
 3 GE RADIO M83
 4 GE WASHER AW25
 5 GE IRONER AF-10
 6 GE WORKSHOP
 • GE SOLDERING IRON - SHOD
 • GE CLOCKS AND FANS

FIRST FLOOR:
 7 REFRIGERATOR X-7
 8 GE DISHWASHER D-FLOOR CABINET
 9 GE RANGE G13-A9
 10 GE RADIO M107
 • BASE AND WALL CABINETS
 12 GE THERMOSTAT AND HUMIDISTAT
 • GE RADIO - KITCHEN
 • GE FAN AND CLOCK - KITCHEN

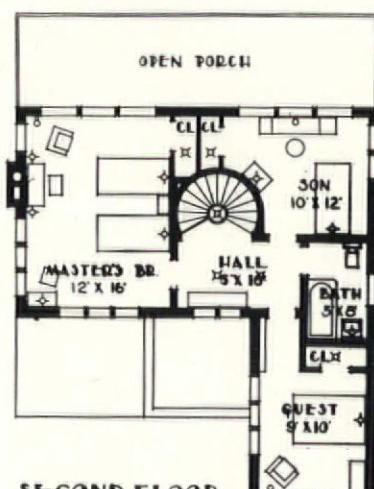
• GE MIXER A9Y582 - KITCHEN
 • GE VACUUM CLEANER AVA
 • GE TOASTER 119T38-KITCHEN
SECOND FLOOR:
 • GE RADIO - BEDROOMS
 • GE SUNLAMP - BATH
 • GE HEATING PADS 136Q7
 • GE RAZOR SHARPENER 300L17A
 • GE CURLING IRON 119L12



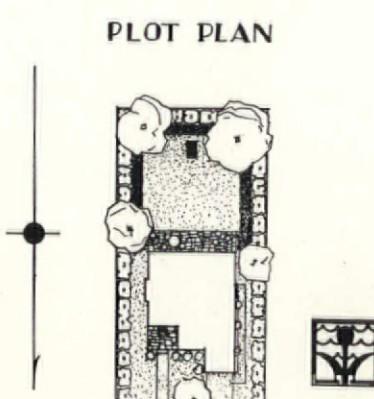
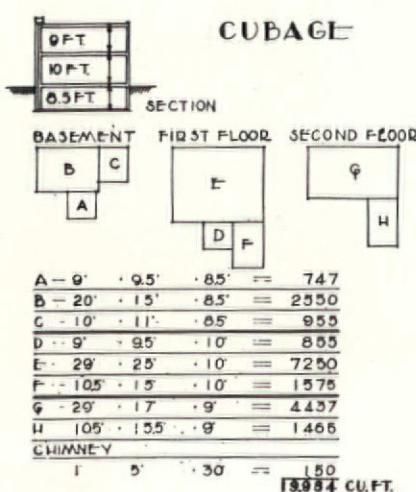
BASEMENT



FIRST FLOOR



SECOND FLOOR



CLASS A

This is an extremely simple, straightforward plan with good circulation past or between the various social groupings. The unusual spiral stair case almost equidistant from front and kitchen doors can be objected to only upon the basis of its projection into the son's room. This, however, is not a very serious fault. The arrangement of the inside access to the garage from the hall is noteworthy.

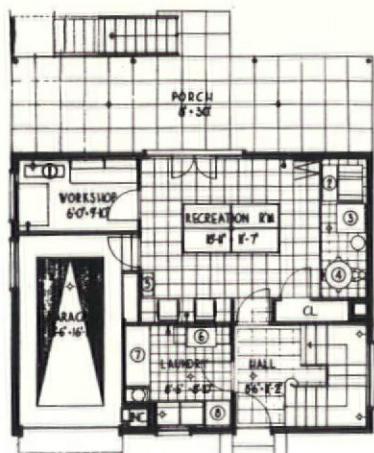
SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT



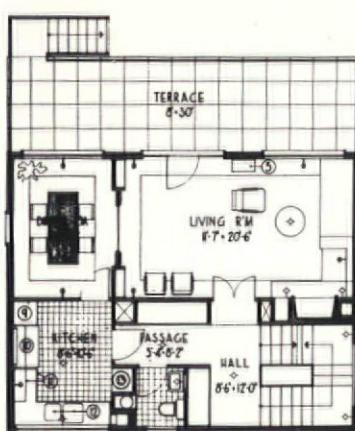
VIEW FROM STREET



VIEW FROM GARDEN



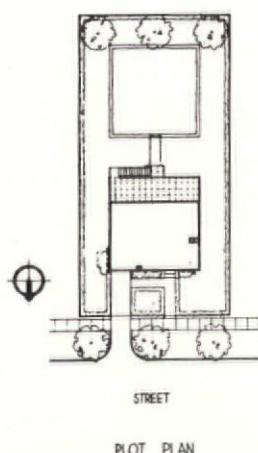
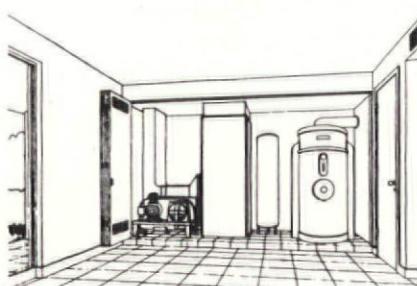
GROUND FLOOR



FIRST FLOOR

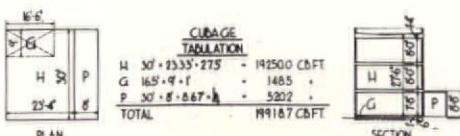


SECOND FLOOR

PLOT PLAN
STREET

PERSPECTIVE OF RECREATION ROOM

KEY TO () EQUIPMENT	
(1)	WORKSHOP
(2)	CONDENSING UNIT
(3)	AIR CONDITIONER
(4)	OIL FURNACE
(5)	RADIO
(6)	ROPER
(7)	DRYER
(8)	WASHER
(9)	BROOM CABINET
(10)	RANGE
(11)	CABINETS
(12)	DISHWASHER
(13)	REFRIGERATOR

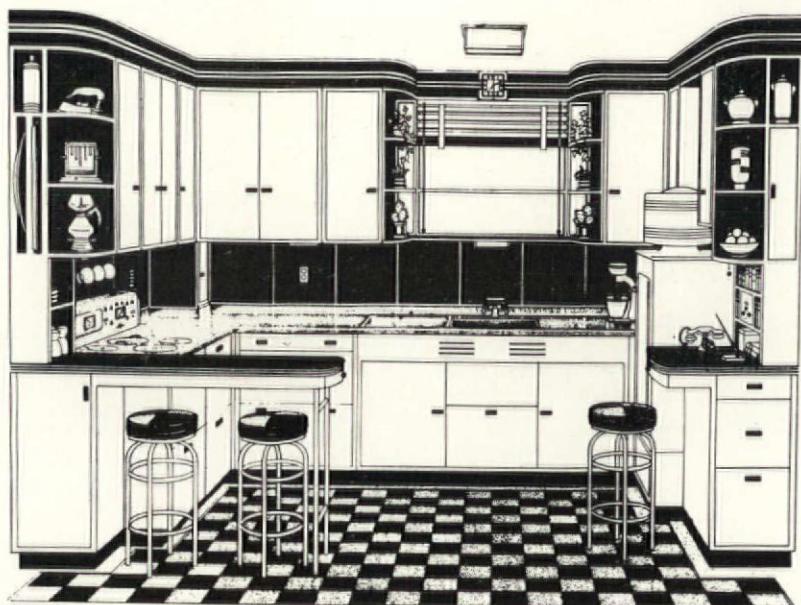


•SOLO•
CLASS A

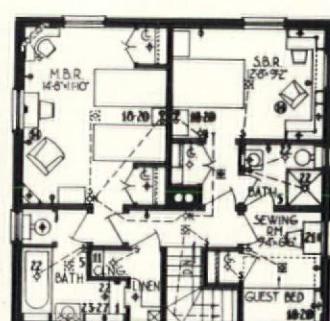
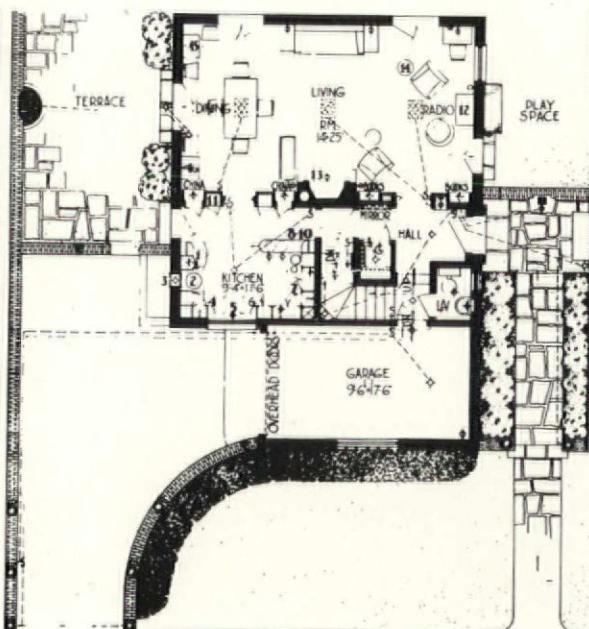
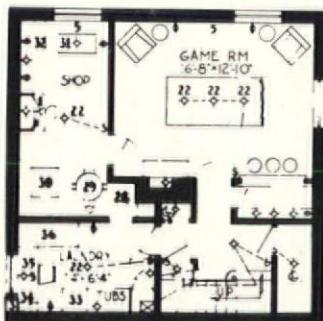
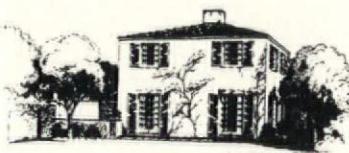
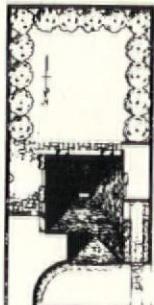
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"(1) The simple building block is the most economical. (2) All important rooms have a southern exposure. (3) The garden space is kept as large as possible. (4) Excavation has been reduced to a minimum. (5) Steel skeleton construction with the comparative thin walls affords the maximum of space. (6) Every family activity is strictly confined to its specific purpose. (7) First floor terrace adds distinctly to the convenience of the owner and his family. (8) The plumbing is concentrated. (9) The windows to be stationary wherever it is possible conveniently to clean them from the outside."

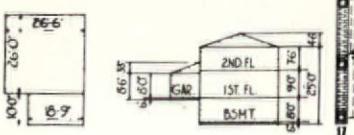
66	
1	MODERN RADIO
2	REFRIGERATOR
3	WALL VENT FAN
4	MIXER
5	CHEF CLOCK
6	SINK & DISHWASHER
7	IMPERIAL RANGE
8	COFFEE MAKER
9	TOASTER
10	STREAMLINE IRON
11	CLEANER
12	NEO-CLASSIC RADIO
13	PURITAN CLOCK
14	FLOOR SUN LAMP
15	URN SET
16	WAFFLE IRON
17	ILLUM. HOUSE NO.
18	MODERN SC. RADIO



67	
19	ALARM-LITE CLOCK
20	HEATING PAD
21	SEWING MACHINE
22	CEILING SUN LAMP
23	RADIANT HEATER
24	CURLING IRON
25	IMMERSION HEATER
26	RAZOR BLADE SHARP.
27	INFRA RED LAMP
28	WATER HEATER
29	OIL FURNACE
30	AIR CONDITIONER
31	WORKSHOP
32	SOLDERING KIT
33	WASHING MACHINE
34	TWIN HOTPLATE
35	FLATPLATE IRONER
36	DRYER

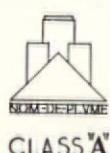


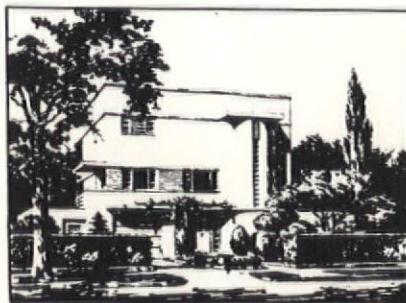
CUBAGE	
HOUSE	26' x 26' x 25' = 17225.00 cu. ft.
HOUSE ROOF	1/2 x 26' x 26' x 45' = 10335.00 cu. ft.
GARAGE	18.75' x 10' x 8.5' = 1593.75 cu. ft.
GARAGE ROOF	1/2 x 18.75' x 10' x 3.25' = 101.56 cu. ft.
TOTAL	= 19953.81 cu. ft.



"The garage, planned to accommodate a small two-door sedan, is placed on the front of the lot as near as possible to the street but so turned that the entrance doors do not compete in architectural importance with the main entrance of the house. The garage doors and service court are screened by walls that step down for visibility up and down the street. Direct access is provided from the car door to the hall. Play space is directly available from the house for easy supervision from the living room. The kitchen has a counter for the reception of supplies which pulls out from the planning desk."

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

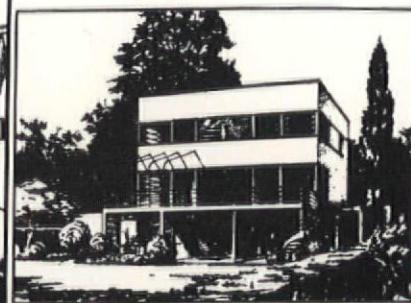




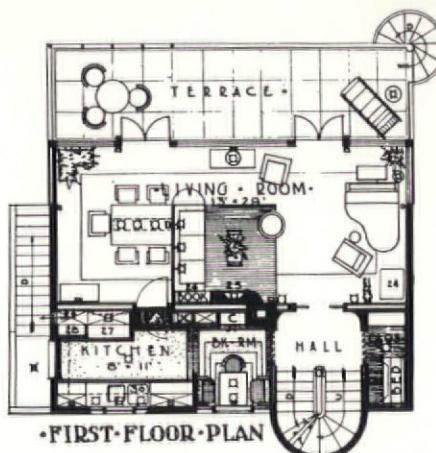
- PERSPECTIVE - FROM - THE - STREET -



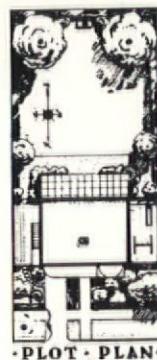
- PERSPECTIVE - OF - THE - LAUNDRY -



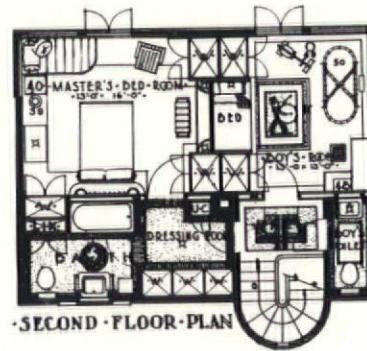
- PERSPECTIVE - FROM - THE - GARDEN -



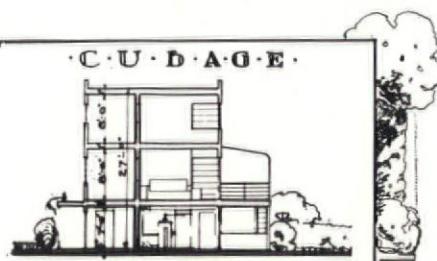
FIRST FLOOR PLAN



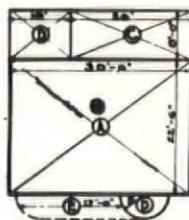
PLOT PLAN
SCALE 1/8 INCHES = 10 FEET



SECOND FLOOR PLAN

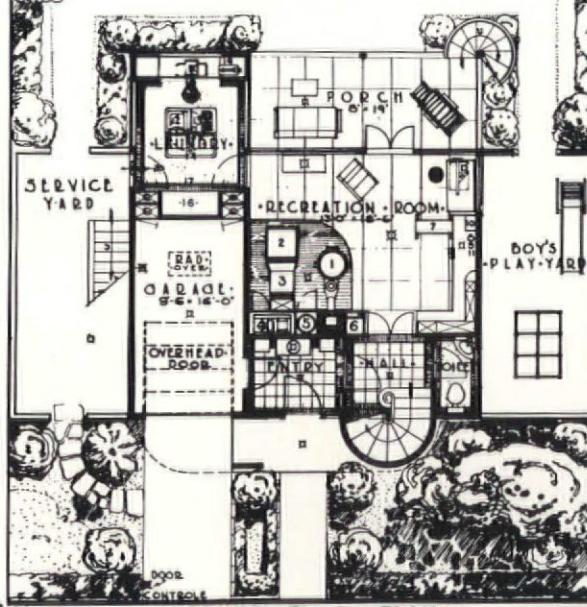


CROSS SECTION



- (1) 22'-6" x 30'-27" = 18,225 CUFT.
- (1) 8'-10" x 8'-6" 680 "
- (1) 8'-20" x 8'-6" + 4 340 "
- (1) 10'-4" + 2'-22' 550 "
- (1) 4'-17" x 8'-6" ÷ 4 144. "

TOTAL 19,939 CUFT.



GROUND FLOOR PLAN

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

ELECTRIC HOME APPLIANCES

1 OIL FURNACE	LA-5
2 AIR CONDITIONER	AA-3
3 THE COOLING COILS	
4 CONDENSING UNIT	GM-GA
5 HOT WATER STORAGE TANK TO GAL-	
6 VACUUM CASE FOR CLEANERS	
7 THE NEW GE PORTABLE WORKSHOP	
8 HOT POINT DISC GLUE POT	
9 HOTPOINT SOLDERING IRON	139-5-9
10 RADIO	M-81
11 CLOCK	AB-E-P-02
12 ELECTRIC WASHER	AW-23
13 TWO HOT PLATES	139-5-31
14 SET TUBES (TO MATCH WASHER)	
15 CEILING SUN LAMP	
16 ELECTRIC DRYER	AD-1
17 CLOCK	AB-2-F-02
18 THE FLATPLATE IRONER	AF-10
19 A SEWING MACHINE	51X995
20 SWING FAN	
21 THERMAL CONTROLE	
22 HUMIDISTAT	
23 SUMMER SWITCH	
24 RADIO	M-125
25 SPECIAL RADIANT HEATER	
26 CLOCK "VOGUE"	AB-5-F-5G
27 INDUSTRIAL STOVE	AB-5-F-72
28 REFRIGERATOR	K-7
29 WALL VENT FAN 4 DUCTS	51X995
30 DISHWASHER - FLOOR TYPE	"D"
31 RADIO	M-40
32 PERCOLATOR	NOT LOCATED ON PLANS
33 CHAFING DISH	
34 MIXER	
35 IRON	
36 TOASTER	
37 COFFEE MAKER	
38 CLEANERS	DM-3
39 SUN LAMP	M-01
40 CLOTHING IRON	NOT LOCATED ON PLANS
41 HEATING PADS	IN (U) UTILITY CASE
42 FANS 55 X 164	
43 CLEANER-S	
44 CLOCK "ALARM-LITE"	
45 RAZOR BLADE SHARPENER	309-1F-17A
46 CLOCK	AB-5-F-606
47 RADIO	M-40
48 SUN LAMP	LM-2
50 ELECTRIC TRAIN	



NOM DE PLUME

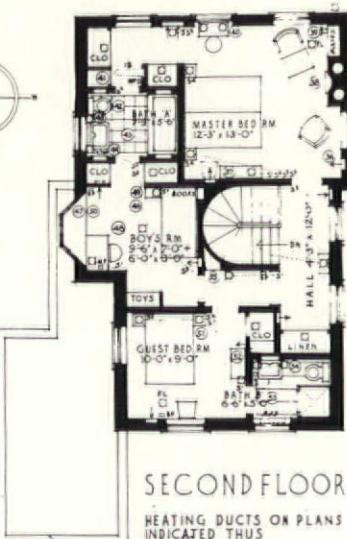
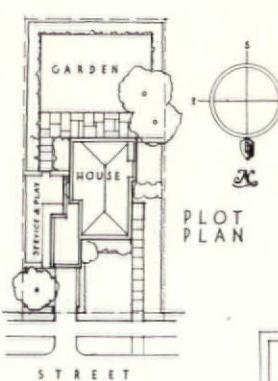
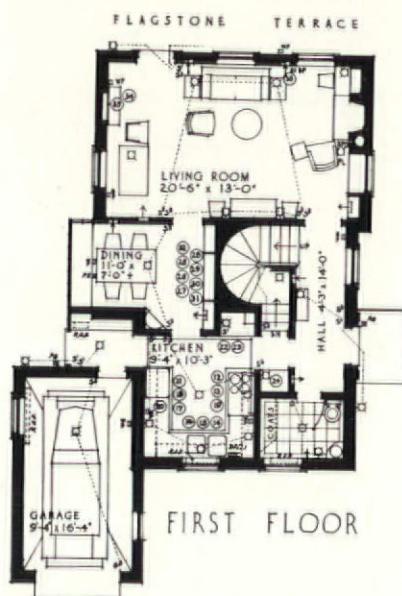
CLASS-A

This is one of the three story solutions of the problem of the small house. This has been done by omitting the basement entirely and placing the rooms which would normally be found there on the ground floor. This has the further advantage of providing a better view from the living room terrace. All circulation and furnishing has been carefully studied to assure uninterrupted traffic routing from one room to another. The living room terrace being one story above the ground logically requires the exterior spiral stair.



FROM NORTHWEST

FROM SOUTHEAST



LEGEND

CELLAR

- 1 GE OIL FURNACE 21LA44A
- 2 GE AIR COOLER A33 AIR CONDITIONER
- 3 GE COOLING COIL
- 4 GE CONDENSING UNIT TYPE CM-5A
- 5 HOT WATER STORAGE TANK
- 6 GE WASHER AW-25
- 7 GE LAUNDRY TRAY (WALL) CHEF
- 8 GE IRONING BOARD AD-1 ABZ-F-04
- 9 GE IRONER IR-10
- 10 GE AUTOMATIC IRON IIIF996
- 11 GE STANDARD FAN 42-152B

KITCHEN

- 12 GE RANGE IMPERIAL G-11
- 13 GE WASH. FAB. STANDARD 51K995
- 14 GE WASH. G-98B
- 15 GE DISHWASHER DMF
- 16 GE CLOCK NEW HOSTESS ABZ-F-02
- 17 GE CAB. G-36B, G-4236W & G-2136W
- 18 GE CAB. G-301BW
- 19 GE CAB. G-4236W
- 20 GE DRYER STANDARD 49-1390
- 21 GE REFRIGERATOR K-7
- 22 PLANNING DESK
- 23 GE RADIO MODERN M-40
- 24 GE CLEANERS AV-20 & AV-4

DINING

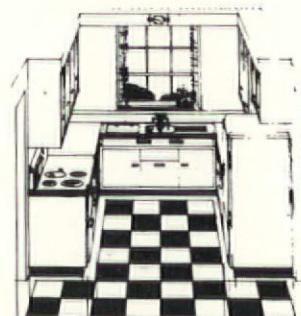
- 25 GE UIN SET BORDEAUX 119579
- 26 GE PERCOLATOR BORDEAUX 119PS1
- 27 GE CHAFING DISH 129C10
- 28 GE WAFFLE IRON WESTCHESTER 129Y103
- 29 GE COOKER TREASURE CHEST 119G22
- 30 GE TOASTER YARMOUTH 119T38
- 31 GE COFFEE MAKER CARLTON 169P97
- 32 GE IRON 'CHEF' ABZ-F-04
- 33 GE SUNLAMP BIG STANDARD BM1
- 34 GE RADIO NEO-CLASSIC M-86
- 35 GE CLOCK EXECUTIVE ABBB-OZ

LIVING ROOM

- 36 GE SUNLAMP GOLD MASTER BM2
- 37 GE CLOCK 'VILLA' 116A50
- 38 GE HEATER RADIANT 111A44
- 39 GE RADIO MODERN M-40
- 40 GE CURLING IRON 119L12
- 41 GE IRON TRAVEL IRON 119F68

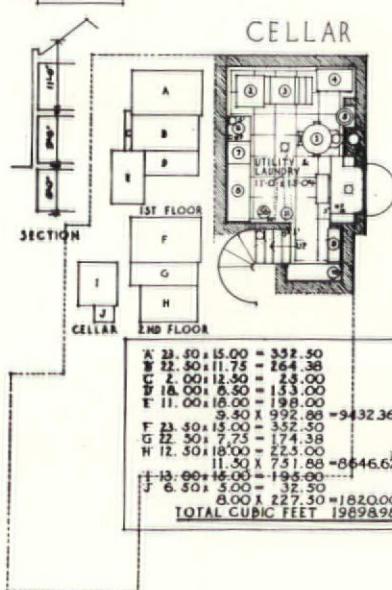
BATH 'A'

- 42 GE HEATER 'VILLA' 116A50
- 43 GE SUNLAMP CEILING
- 44 GE RAZOR BLADE SHARPENER 309L17A
- 45 GE VENTILATING FAN STANDARD 31K995
- 46 GE HEATING PAD 126Q14
- 47 GE CLOCK 'ALARMLITE' AB712A



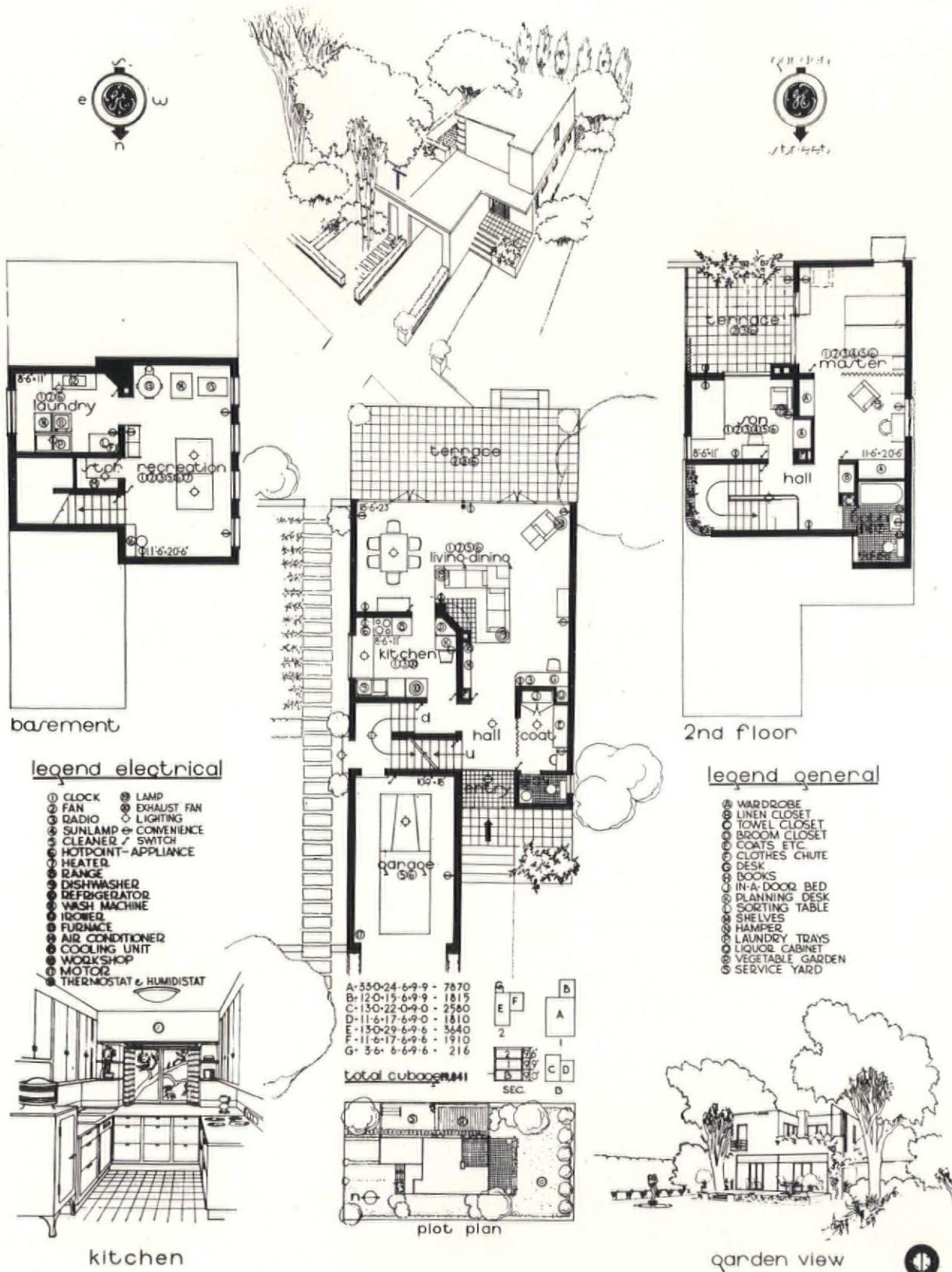
KITCHEN

48 GE SUNLAMP CEILING
49 GE RADIO MODERN M-40
50 GE HEATER RADIANT 111A44
BED ROOM
51 GE RADIO 'MODERN' M-40
52 GE CLOCK DEB-ALARM AB7F-54
BATH 'B'
53 GE SUNLAMP CEILING
54 GE HEATER 'VILLA' 116A50
HALL 2nd FLOOR
55 GE CLEANERS AV-4 & III-A



One of the few submissions in which the architect has succeeded in designing the exterior in one of the traditional styles of design without great sacrifice of efficiency in plan. There is, however, rather more hall space on both floors than can be completely justified in view of the small size of the boy's bedroom. A good feature of equipment is the small ironing board cabinet in the dressing room opening from the master's bedroom. The fact that there is little space behind the chairs in the dining alcove when they are occupied makes it an awkward arrangement for serving.

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

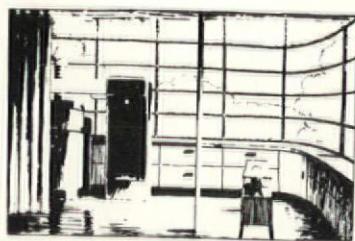


SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

"This house was designed to provide space and furnishing in a logically organized manner and to create a feeling of spaciousness and freedom . . . The space designated as coat is so arranged that it can be converted into an emergency guest room with its 'in-a-drawer' bed and a lavatory in a convenient location . . . Its sleeping terrace on the second floor has a porous curtain hung from a pipe rail which can be drawn to insure privacy."

KEY TO APPLIANCES

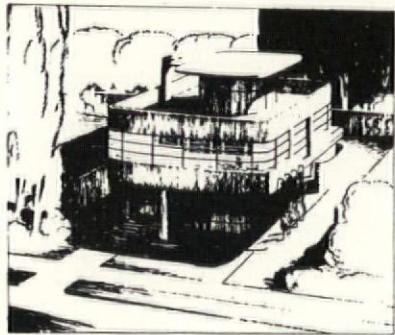
- 1 - OIL FURNACE LA-4
- 2 - AIR CONDITIONER AA-3
- 3 - REFRIGERATOR K-5
- 4 - DISHWASHER MODEL "D" CAB-T
- 5 - RANGE G-13
- 6 - CLOTHES WASHER AW-25
- 7 - CLOCK AB 35-54
- 8 - WALL VENTILATING FAN
- 9 - SUNLAMP BM-3
- 10 - ILLUMINATING CLOCK
- 11 - SUNLAMP
- 12 - INFRA-RED LAMP
- 13 - LATHE



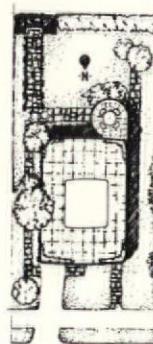
HOT-POINT APPLIANCES

- IN - KITCHEN -
 - PORTABLE IRONER
 - VACUUM CLEANER
 - * AV-2 (AIR FLOW) AV-20 (TIDY)
 - URN SET, PERCOLATOR, WAFFLE IRON
 - TOASTER, COFFEE MAKER, ETC.
 - IN - SON'S - ROOM -
 - RADIO, IMMERSION HEATER
 - IN - BATH - ROOM -
 - RAZOR BLADE SHARPENER, AND
 - IMMERSION HEATER FOR SHAVING,
 - CURLING IRON
 - IN - MASTER'S - BEDROOM -
 - SUN LAMP, INFRA-RED LAMP, RADIO

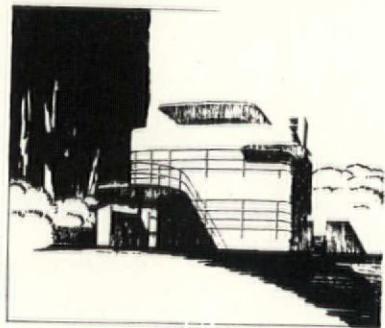
INTERIOR



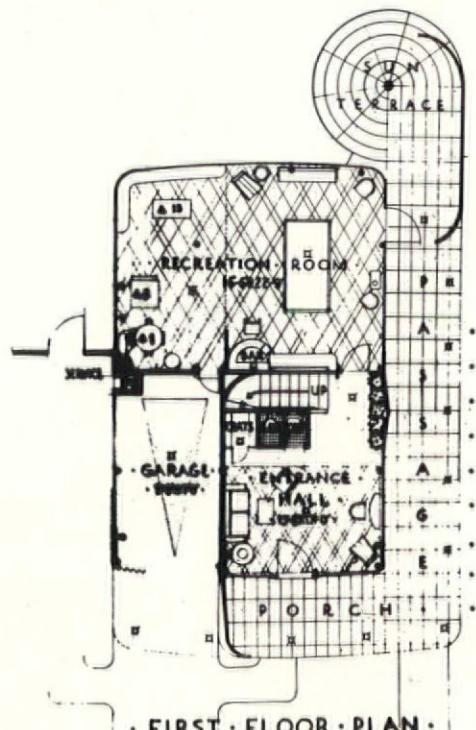
BIRD'S-EYE-VIEW-FROM-STREET



PLOT-PLAN



GARDEN-VIEW



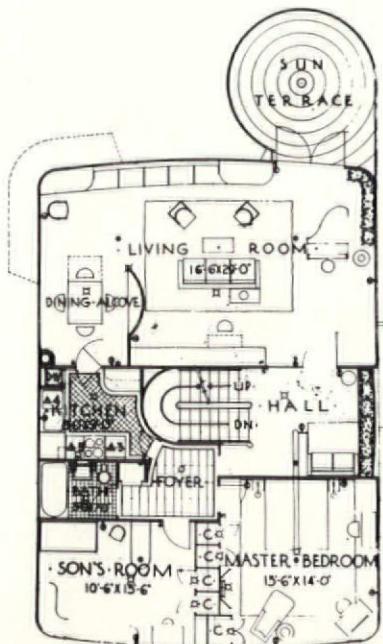
CUBAGE

FIRST FLOOR
 A = 7267 CUFT
 B = 382 DO.
 C = 648 DO.
 D = 315 DO.
 TOTAL = 8612 CUFT

SECOND FLOOR

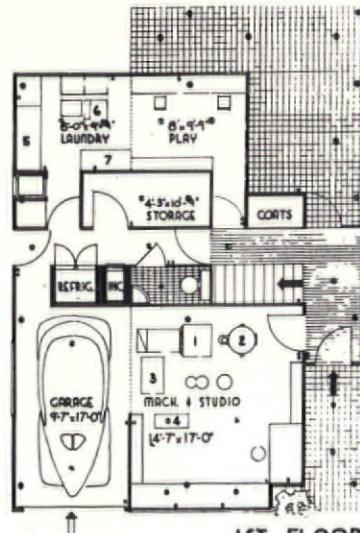
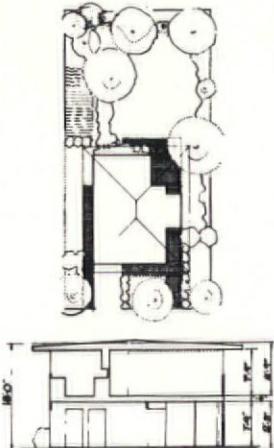
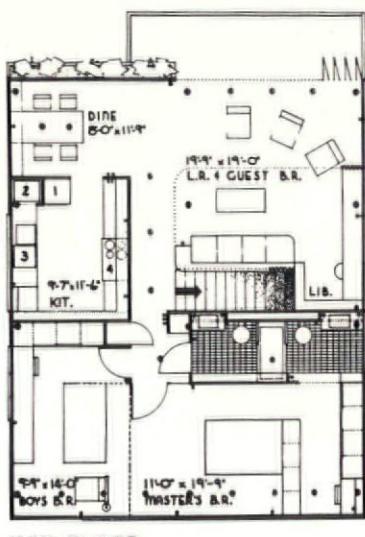
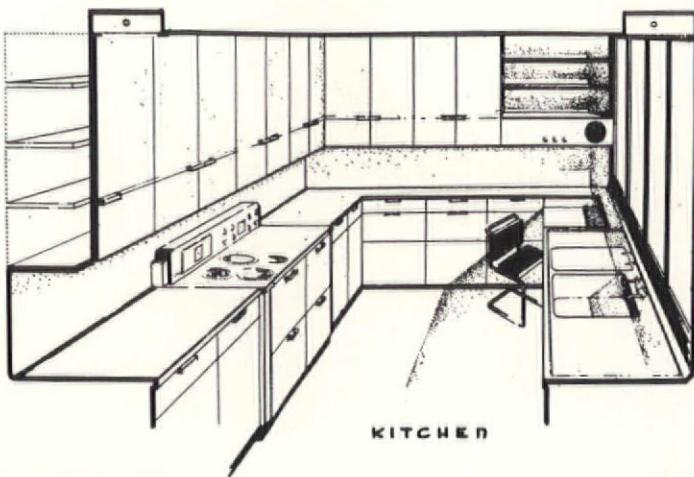
E = 10701 CUFT
 F = 71 CUFT
 G = 435 DO.
 TOTAL = 10404 CUFT

GRAND TOTAL
 19817 CUFT



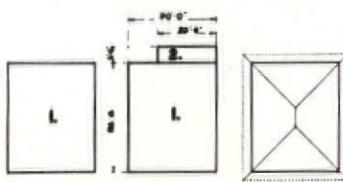
"Modern innovations have transformed the problem of life within the house. There is only one law for an industrial product; that it shall be entirely appropriate to its purpose—give perfect service. Floors are steel channel girders attached to columns supported upon trussed steel joists covered with fire resisting composition insulating planks . . . walls are of prefabricated units comprising two thicknesses, asbestos sheeting, spaced apart, cavity packed with loosely compressed insulating material. Units to have tongue and groove joints."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



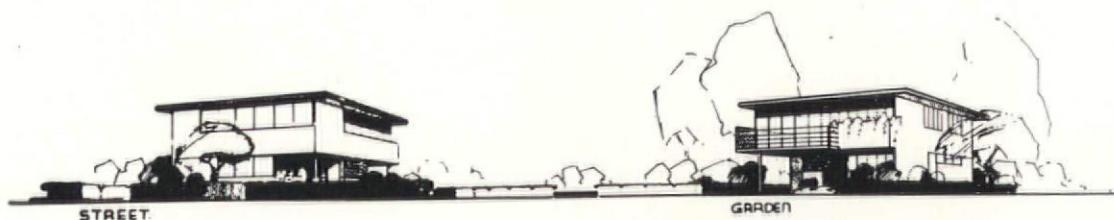
- 1 REFRIGERATOR K-5
- 2 DUMBWAITER
- 3 DISHWASHER MODEL 6
- 4 IMPERIAL RANGE G-II

* G-E SUPER-KODE GARDE WIRING SYSTEM

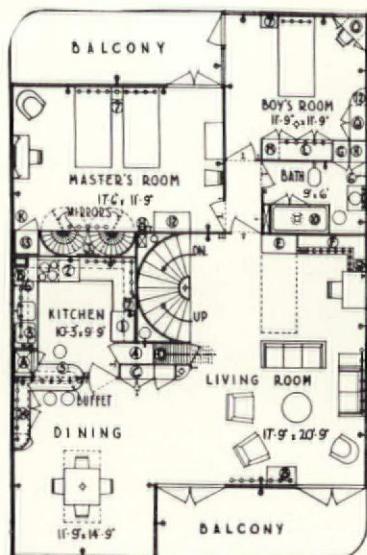


- AIR CONDITIONER AA-3 1
- OIL FURNACE LA-4 2
- CONDENSING UNIT CM SA 3
- PORTABLE WORKSHOP 4
- DRYER AD-1 5
- WASHER AW-25 6
- IRONER AF-10 7

AREA	SIZE	CU. FT.
I.	30'0" x 96'0" x 180'	14710.
II.	5'6" x 20'0" x 8'0" + 4	234.



SCALE FLOOR PLANS "Reasons for second floor living room . . . (1) allows more sunshine and light in living part of house for longer period of day, (2) has less ground area for house and increases pleasure area, (3) eliminates basement, (4) gets all work and service areas into full light, (5) lends sense of security from unlawful intruders, especially to housewife, (6) saves housewife work of climbing stairs in doing daily routine cleaning. . . Features: dumb waiter serving kitchen, laundry and play room divided by folding partition, man's studio, workshop, tools, house machinery in close proximity of garage."



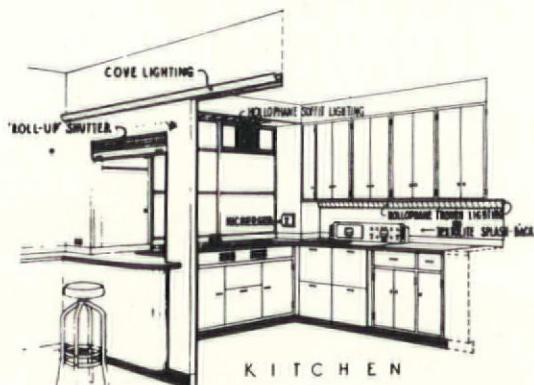
2ND FLOOR PLAN

SYMBOLS

- WARM OR COOL AIR DELIVERY
- CONTINUOUS TROUGH LIGHT
- PUBLIC TELEPHONE
- ◊ CEILING OUTLET
- WALL BRACKET OUTLET
- △ DOUBLE CONVENIENCE OUTLET
- WALL SWITCH



FRONT



KITCHEN

LEGEND
36 EQUIPMENT

- 1 REFRIGERATOR K-7
- 2 RANGE IMPERIAL G-II
- 3 DISHWASHER MODEL-D
- 4 CLEANERS AV-2, AV-20, MISCEL
- 5 COMP. FOR TOASTER, WAFFLE IRON, ETC.
- 6 WINDOW FAN • 27X834
- 7 RADIO, PORTABLE M-40
- 8 RADIO, 12 TUBE, M-125
- 9 INWALL CLOCK ABIF608
- 10 SUNLAMP IN CEIL. SHOWER-TUB
- 11 COMP. FOR RAZOR, SHARP, BATH APP.
- 12 CLOCK, ALARM-LITE AB712 A
- 13 SUNLAMP, HEAT PAD, FAN, CURL IRON
- 14 ELECTRIC WORKSHOP
- 15 COMPART. FOR ELECTRIC TOOLS
- 16 ELECTRIC CLOCK-ABSF-56
- 17 MOTOR DRIVEN GRINDING WHEEL
- 18 ELECTRIC DRYER AD-1
- 19 WASHER - AW-25
- 20 IRONER - AF-10
- 21 OIL FURNACE - LA-4
- 22 AIR CONDITIONER AA-3
- 23 CONDENSING UNIT CM5W
- 24 COFFEE SERVICE 'DORCHESTER'

OTHER EQUIPMENT

- A PACKAGE LIFT-MOTOR OPERATED
- B INCINERATOR
- C LINEN COMPARTMENTS
- D SLIDING WARDROBE
- E FOLDING GUEST BED
- F BOOKSHELVES, SOFFIT LIGHT
- G TOWEL COMPARTMENT
- H CLOTHES CHUTE
- J REVOLV. WARDROBE & MIRRORS
- K COMP. ABOVE-BED LINEN-BLANKETS
- L WARDROBE
- M COMP.-BED LINEN-BLANKETS
- N RAINCOATS-RUBBERS-ETC
- P RADIO CONTROLLED DOOR
- Q TOY-BOOK & PARAPHEANALIA CAB.



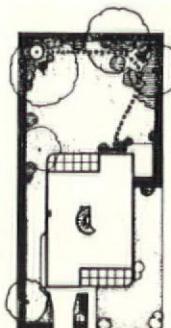
1ST FLOOR PLAN

SYMBOLS

- LIGHTING PANEL
- POWER PANEL
- SPECIAL POWER. OUTLET
- ◎ PACKAGE LIFT MOTOR
- PUSH BUTTON
- ◊ LIFT BUZZER
- DOOR BELL
- △ SHOWCASE LIGHT-DOOR SWITCH



REAR



PLOT PLAN



- | | |
|---|----------------|
| A = 6'-12" 17 $\frac{1}{2}$ | • 1,224 CU.FT. |
| B = 33'-30" 17 $\frac{1}{2}$ | • 16,830 • |
| C = 6'-12" 17 $\frac{1}{2}$ | • 1,224 • |
| D = 3'-15" 41 $\frac{1}{2}$ " 7 $\frac{1}{2}$ " | 224 • |

TOTAL = 19,502 CU.FT.

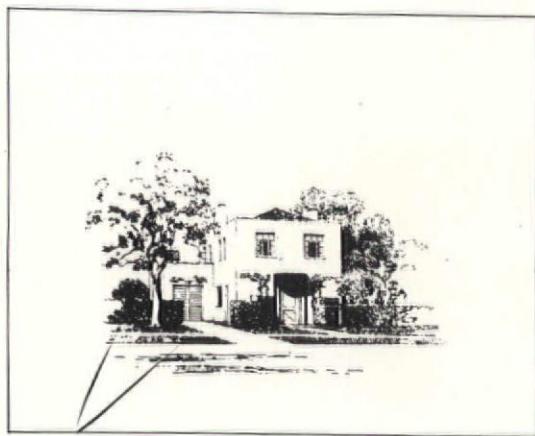


SECTION

SUBMITTED BY
PARHELIA
CLASS 'A'

"Dry construction is used here, employing materials which are now in standard production. Units of construction to be made in shop to insure better workmanship . . . Exterior walls to be fabricated with insulation as an integral part, thermal value of the three-inch wall being reduced to .046 B.T.U. from 1.0 B.T.U. Ducts for air are built in two vertical shafts delivering air into two plenum chambers at the ceiling of the living room floor, thence directly to ceiling line making an efficient economical delivery. Air is blown in a downward direction toward outside wall."

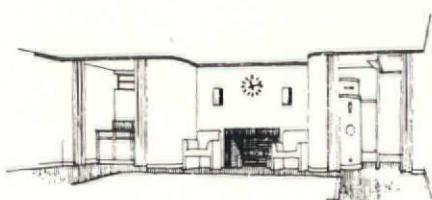
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



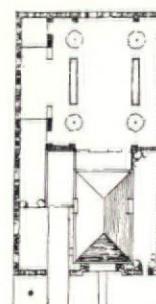
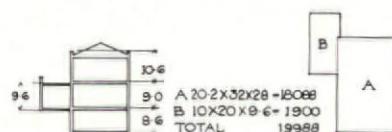
STREET



GARDEN



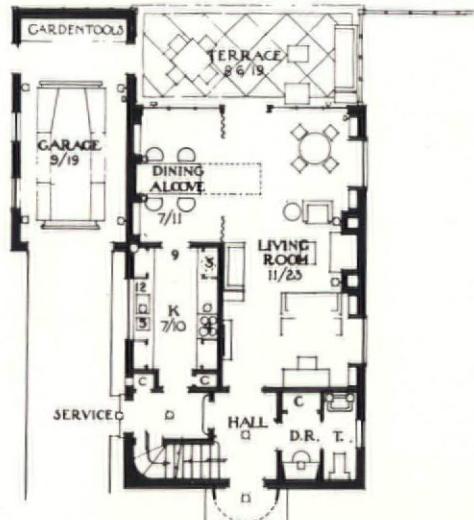
RECREATION ROOM



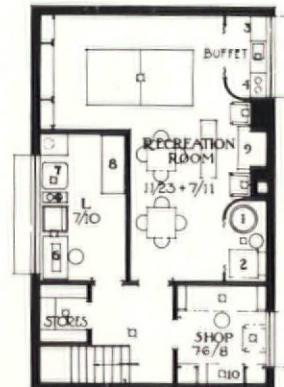
PLOT PLAN



SECOND FLOOR



FIRST FLOOR
SCALE

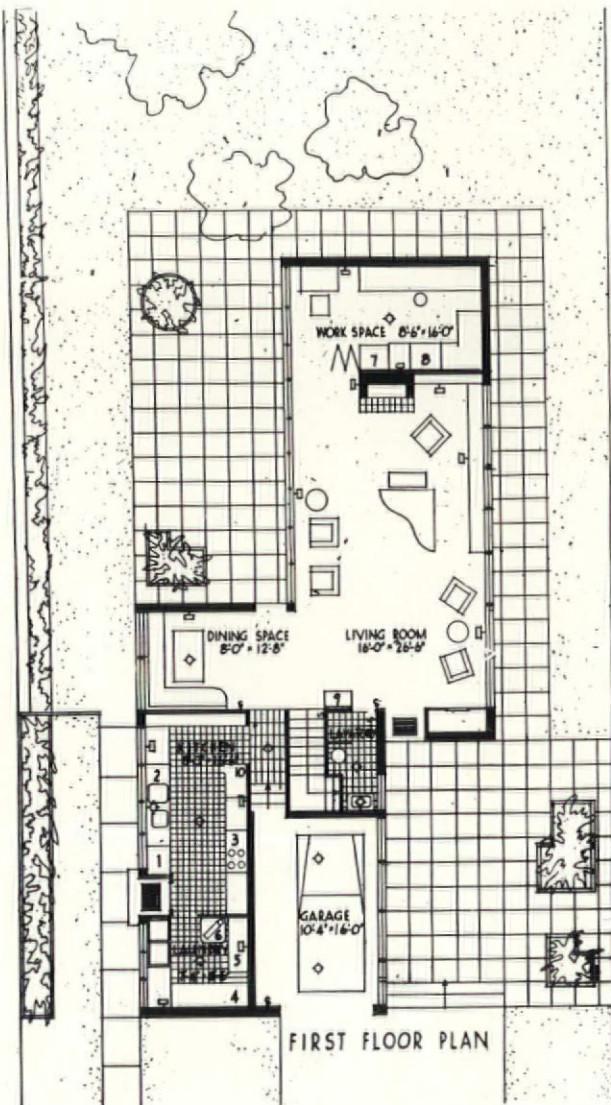


BASEMENT

LEGEND
1 OIL FURNACE 5 DISHWASHER. 9 ELECTRIC CLOTH
2 AIRCONDITION 6 FLATPLATE. 10 WORKSHOP
3 REFRIGERATOR 7 CLOTHES WASHER. 11 RADIANT HEATER
4 ELECTRIC RANGE 8 DRYER. 12 TAN

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

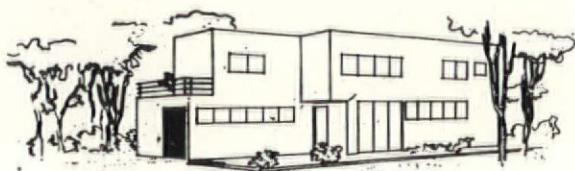
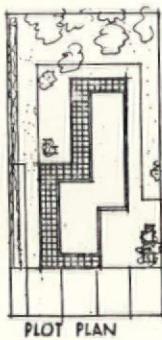
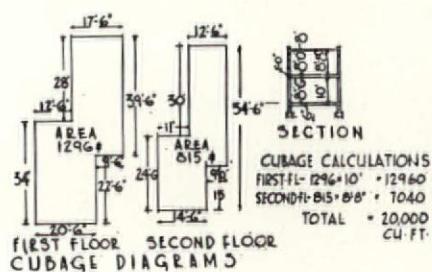
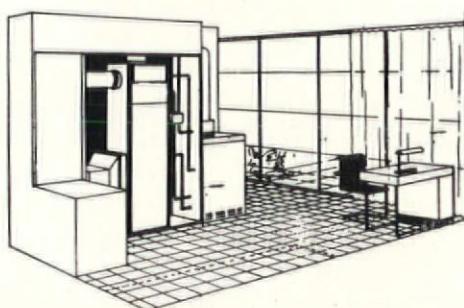
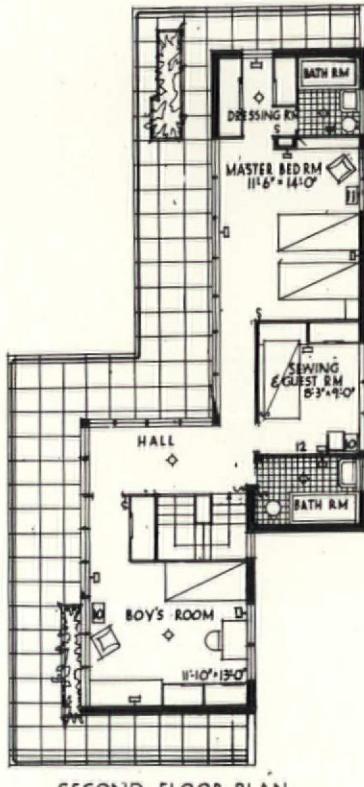
Within this more or less conventional exterior there is modern planning. The placing of the combined garage and shed to afford a sun deck opening from the owner's dressing room is well thought out. Noteworthy also is the access to the single bathroom on the second floor from both owner's room and boy's room. The designer has considered larger parties by providing space for extension of the dining table without moving other furniture. The only questionable detail is the introduction of a single step between the back hall and the front hall.



G-E EQUIPMENT

- 1. REFRIGERATOR X-7
- 2. DISHWASHER SINK MODEL-E
- 3. ELECTRIC RANGE G-11
- 4. ELECTRIC DRYER AD-1
- 5. AUTOMATIC FLAT PLATE AF-10
- 6. WASHER AW-25

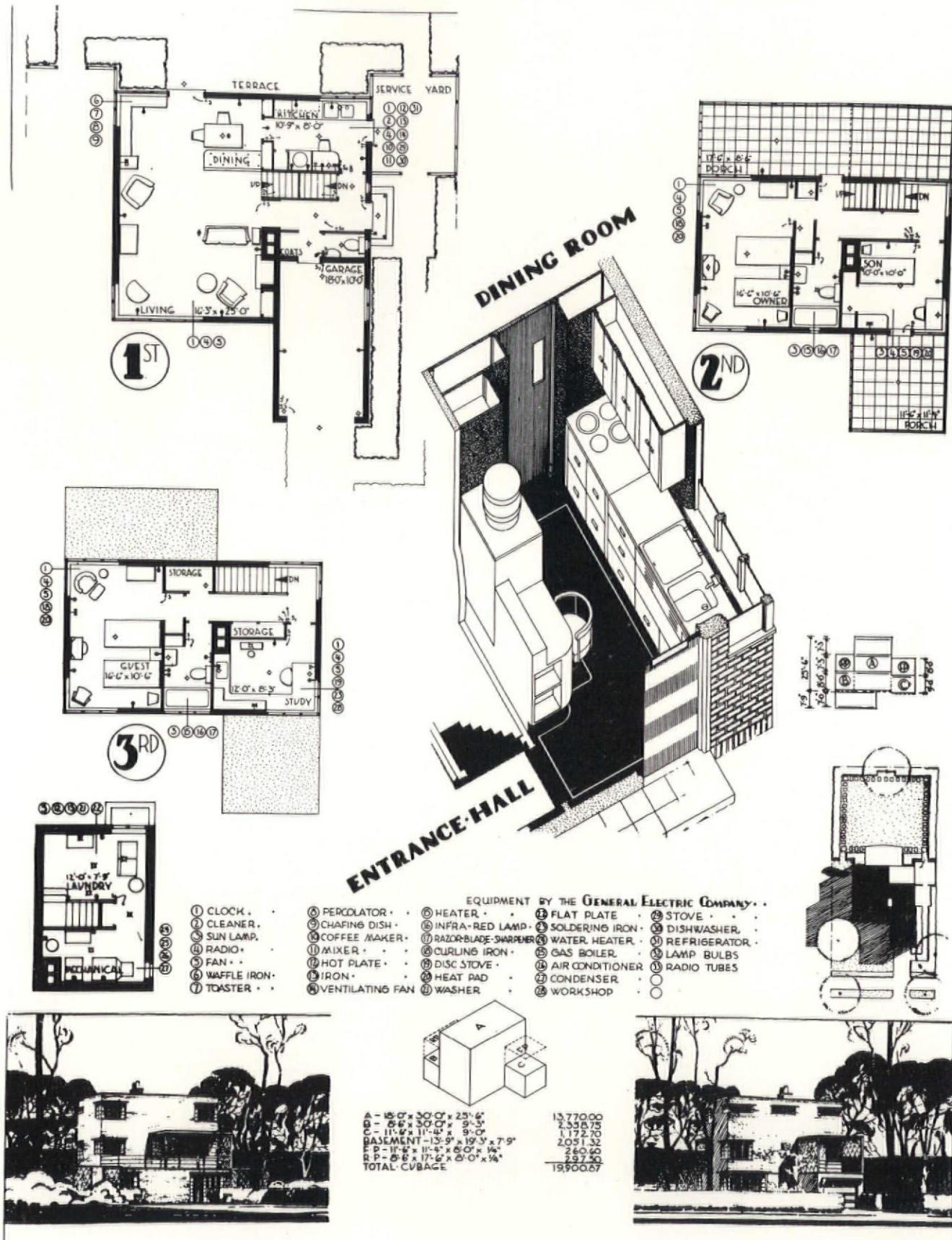
- 7. GAS FURNACE TYPE-RM
- 8. AIR CONDITIONER FOR YEAR ROUND SERVICE
- 9. RADIO M 125
- 10. RADIO M 40
- 11. RADIO M 51
- 12. SUN LAMP LM2



An unusual plan in which the living room has windows on long sides and access to terraces in three directions. The work space and heater room are separated from the living room by a folding partition. When this is open the continuous window carries the space into the living room. Circulation within rooms and placing of furniture has been carefully studied. A questionable feature is the location of the piano. The distance from the boy's room to the bath on the second floor is rather more than conventional but probably perfectly satisfactory for actual use.

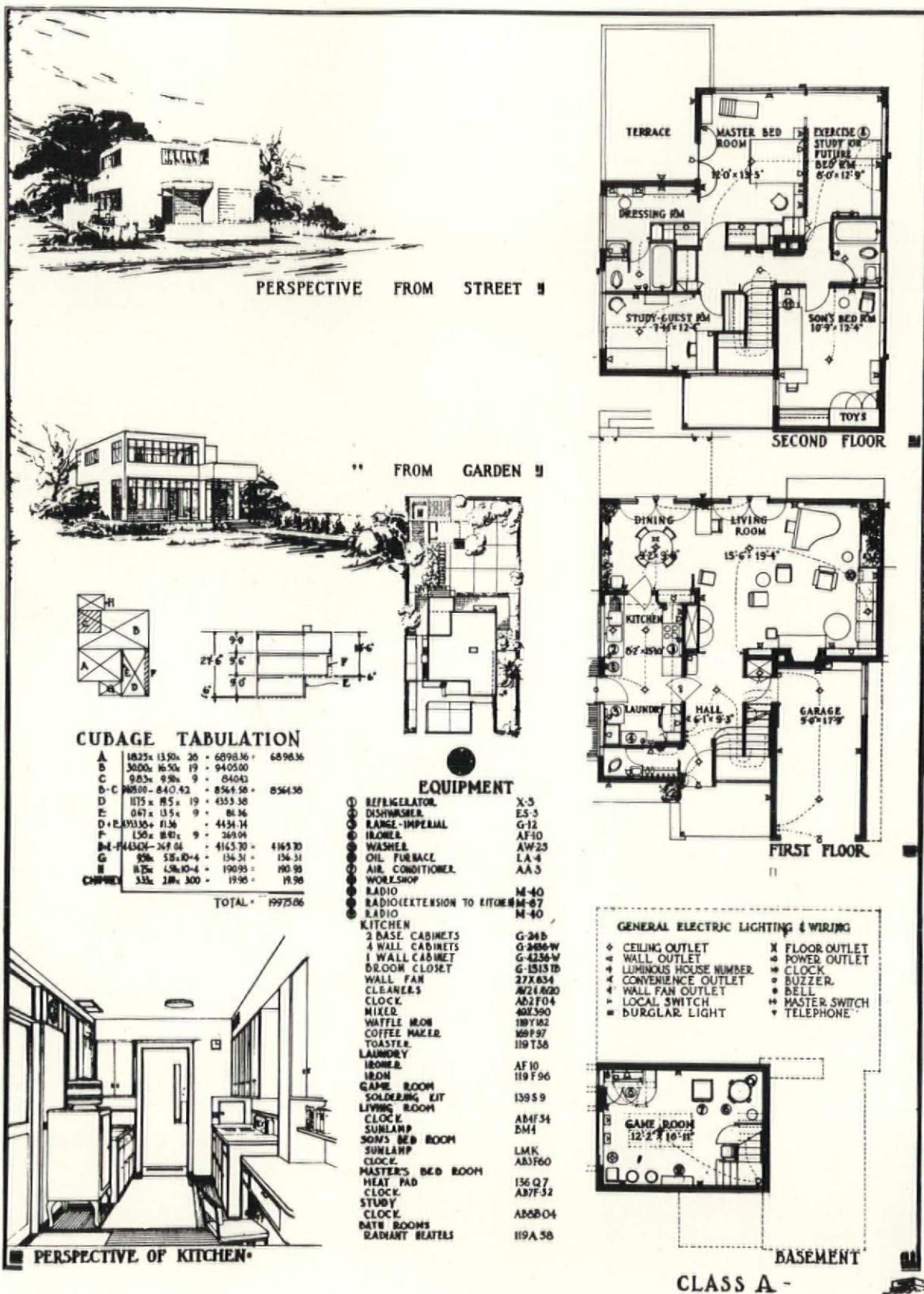
SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

I



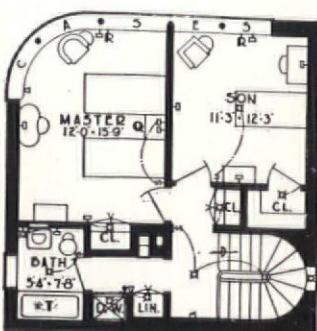
SCALE FLOOR PLANS
1/16" EQUALS ONE FOOT

Another three story plan. In this one, however, there is still a basement under approximately one-third of the house which houses the laundry and the heating and air conditioning apparatus. The arrangement of the first floor permits the living room exposures on three sides. Circulation around and past social groupings is well devised as is also access from the garage to the hall and from the kitchen. Second and third floors are equally compact and well arranged, the only possible objection being the undue amount of frontage to the south occupied by the stair hall.

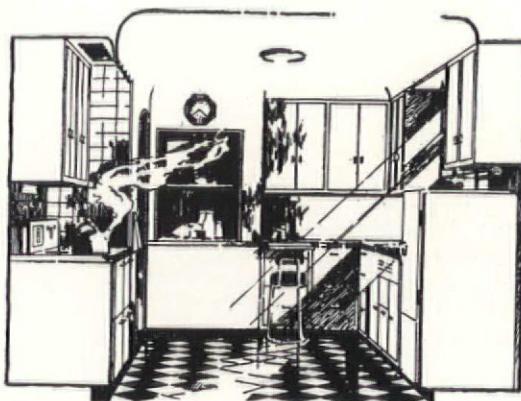


Most conspicuous feature of this plan is the arrangement of the master's bedroom and study. When the curtain behind the bed is pulled back, the space of the study is added to that of the master's bedroom, giving a total spatial sensation of a room 13½ x 20'. Another unusual feature is the small conservatory in the southwest corner with glass on both sides. It is obvious that the hot house effect gained here will enable one to grow plants that cannot ordinarily be maintained in a small house. Particularly good also is the connection between the garage and the front hall.

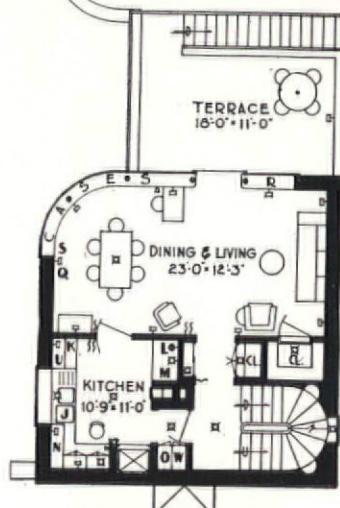
SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT



THIRD FLOOR PLAN



KITCHEN



SECOND FLOOR PLAN



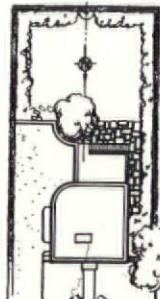
LEGEND

- A ELECTRIC CABINET DRYER, MODEL AD-1
- B ELECTRIC WASHER, MODEL AW-25
- C WRINGER POST IRONER, MODEL AR-23
- D GENERAL ELECTRIC WORKSHOP
- E OIL FURNACE, TYPE LA-4
- F AIR CONDITIONER, TYPE AA-3
- G CONDENSING UNIT, TYPE CM-5A
- H ELECTRIC MOTOR FOR DUMB WAITER
- I ELECTRIC MOTOR FOR OVERHEAD DOORS
- J DISHWASHER, MODEL "D" IN FLOOR CABINET
- K REFRIGERATOR, MODEL K-7
- L ELECTRIC RANGE, IMPERIAL MODEL G-II
- M EXHAUST FAN, WALL TYPE, MODEL 5IX995
- N STANDARD G.E. KITCHEN CABINETS
- O BROOM CABINETS, TWO G-1524TB
- P CABINETS TWO G-3036 & TWO G-308
- Q ELECTRIC CLOCK
- R RADIO
- S WAFFLE IRON, PERCOLATOR & TOASTER
- T SUN LAMP
- U ELECTRIC MIXER
- W ELECTRIC CLEANERS, FLOOR & HAND MODELS

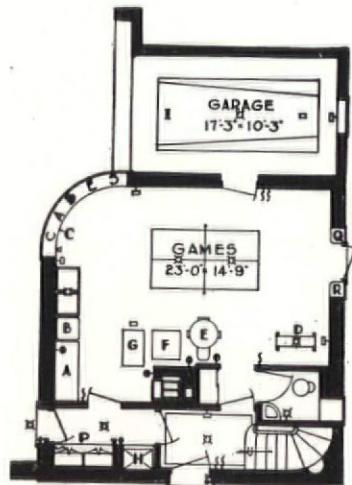
CUBAGE

1 25'-6" x 26'-0" x 27'-6" = 18,232 $\frac{1}{2}$
2 18'-0" x 11'-0" x 8'-6" = 1,683
TOTAL 19,915 $\frac{1}{2}$ CU.FT.

PLAN	1	2
	9'0" x 9'6" FL SEC.	2 8'6"



PLOT PLAN

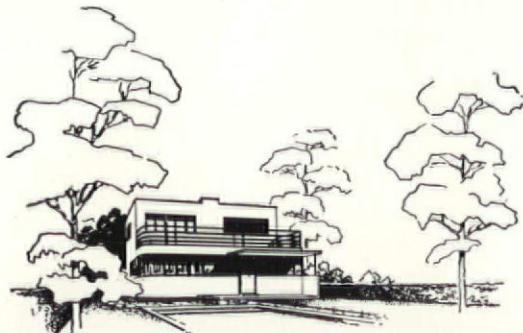


FIRST FLOOR PLAN

???
CLASS "A"

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

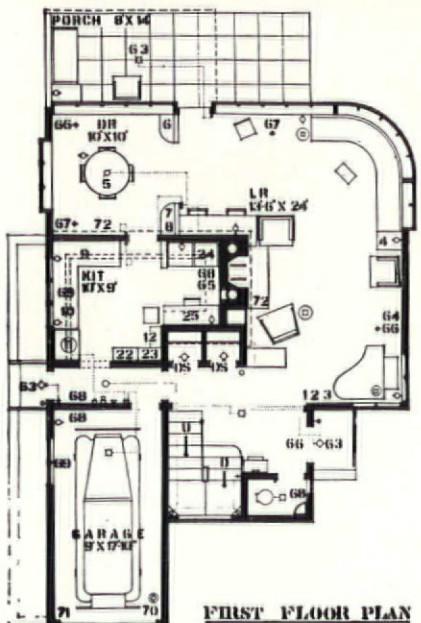
"The man likes the three story plan because the house is a good investment. His workshop on the ground floor is light and dry—an inviting place for entertaining his friends. He has saved money by not excavating and waterproofing a basement . . . The woman sees that the house has been planned to make her work easy. And there are special conveniences to save steps. The dumbwaiter will do all the carrying, from receiving groceries to serving refreshments in the games room. A speaking tube and buzzer system make it unnecessary for her to go to the door."



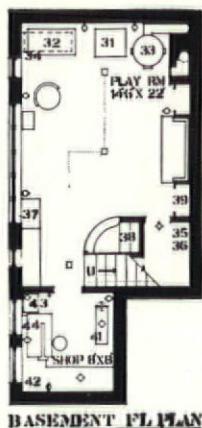
PERSPECTIVE FROM GARDEN

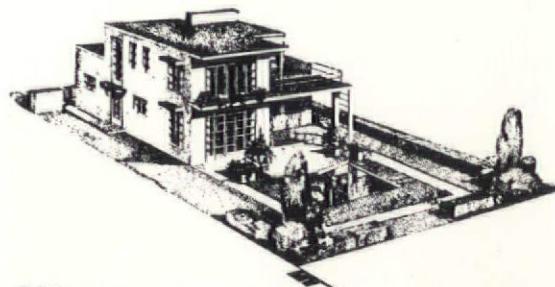


PERSPECTIVE FROM STREET

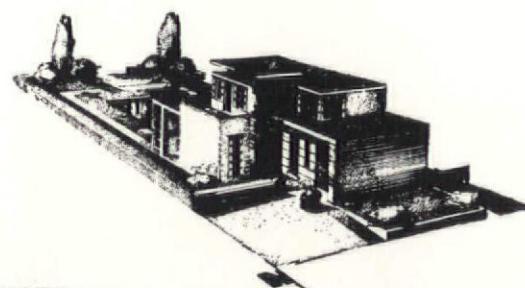


FIRST FLOOR PLAN

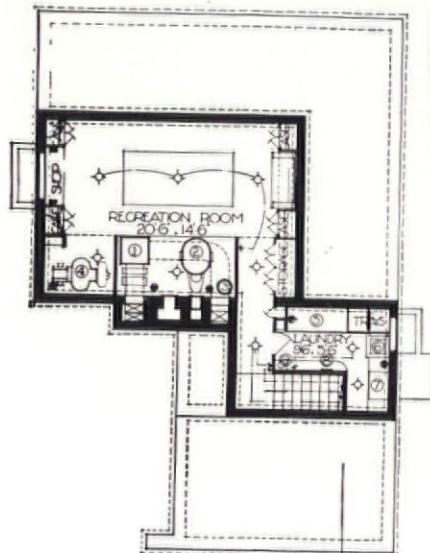




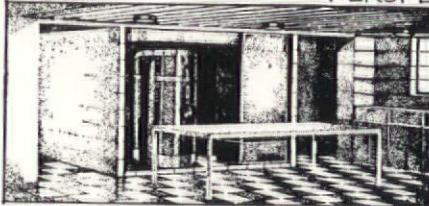
PERSPECTIVE FROM THE GARDEN



PERSPECTIVE FROM THE STREET



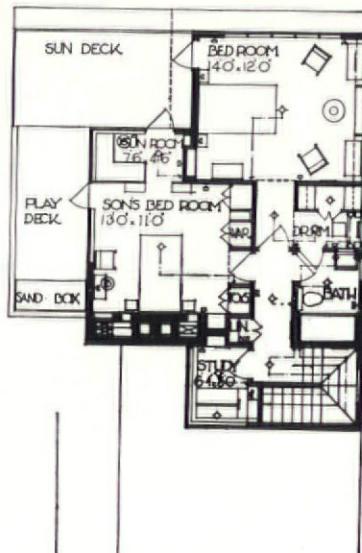
BASEMENT PLAN



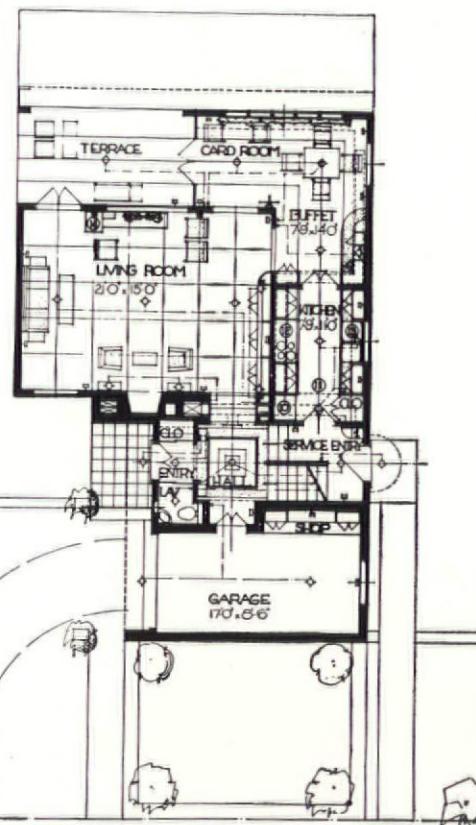
INTERIOR OF RECREATION ROOM

LEGEND

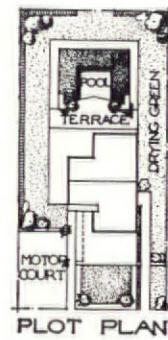
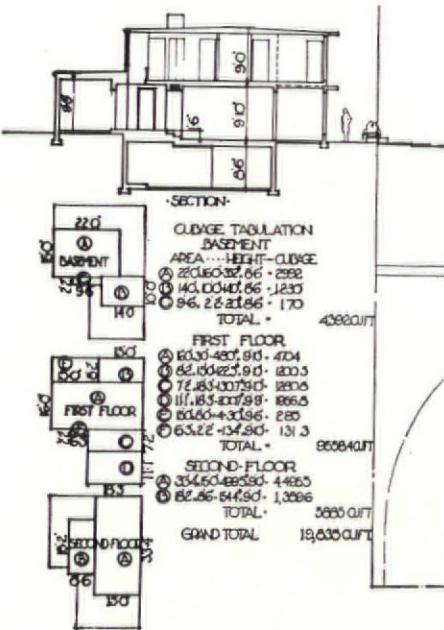
① AIR CONDITIONER	AA-3	⑨ HOTPLATE	I31 D52
② OIL FURNACE	LA-5	⑩ REFRIGERATOR	X-5
③ HOT WATER TANK	CM-9W	⑪ CLOCK	AB2FO2
④ CONDENSING UNIT	CM-9W	⑫ RANGE	G-11
⑤ DRYER	AD-1	⑬ DISHWASHER	D
⑥ WASHER	AW-5	⑭ RADIO	M-107
⑦ IRONER	AF-5	⑮ RADIO	M-40
⑧ CLOCK	AB2FO2	⑯ SUNLAMP	B-11



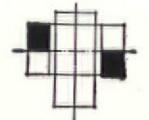
SECOND FLOOR PLAN



GROUND FLOOR PLAN



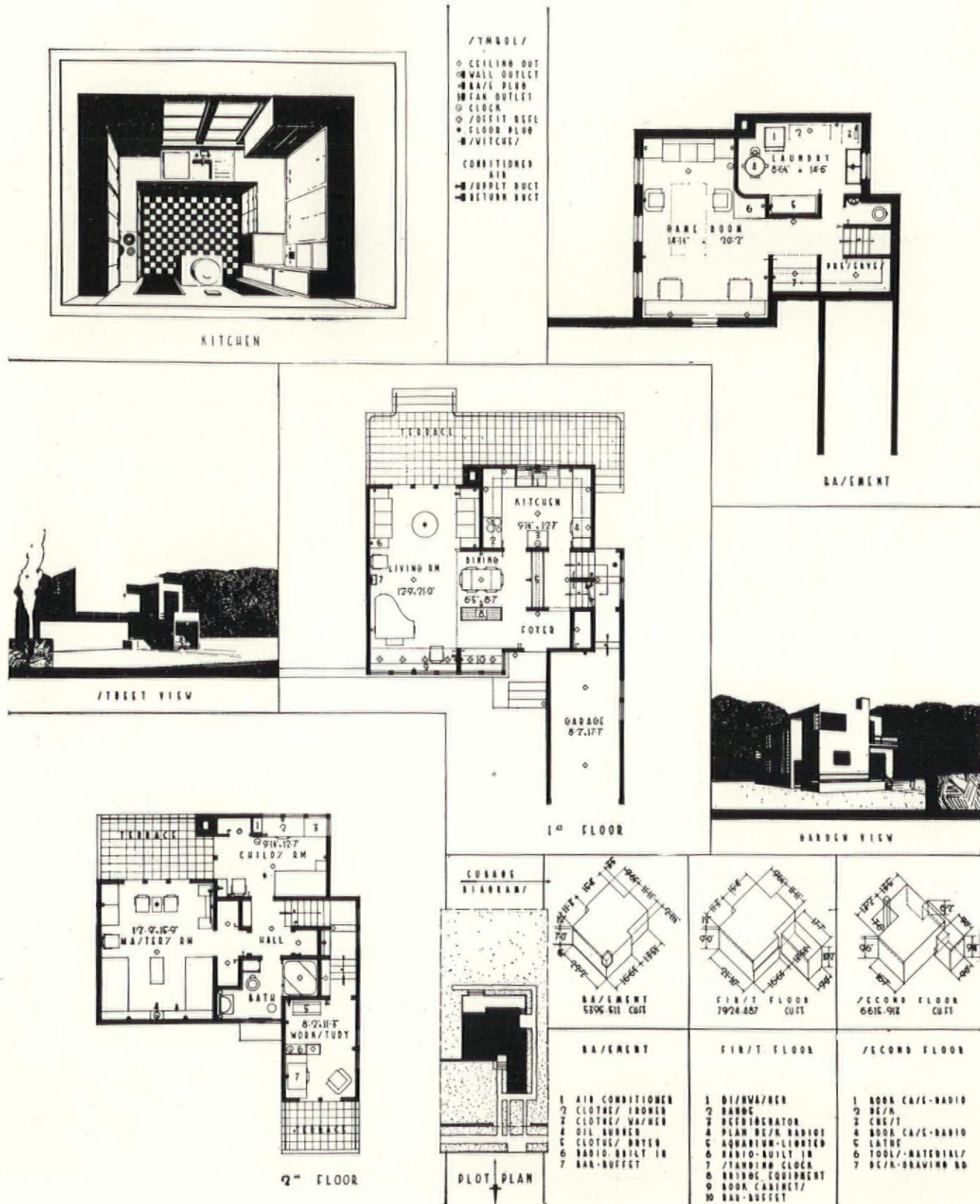
PLOT PLAN

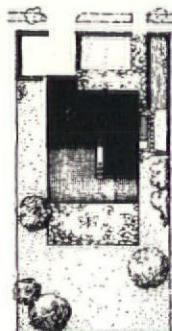
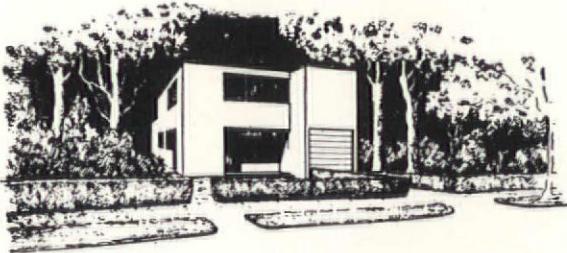


CLASS-'A'

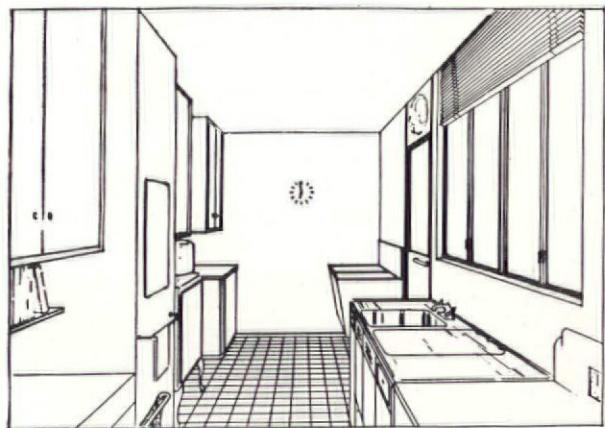
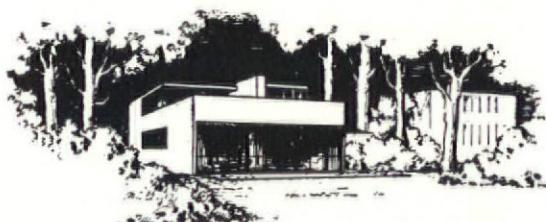
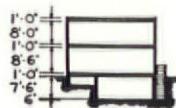
SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

An extremely well organized plan in which all the necessities of convenient access have been carefully considered. Its only questionable feature is the small piece of angle wall at the corner, separating the living room from the card room and buffet. This would be amply justified if it had any particular structural significance, but an examination of the second floor shows that this is not the case. Its omission would create a greater sense of space without affecting the quality of separation.



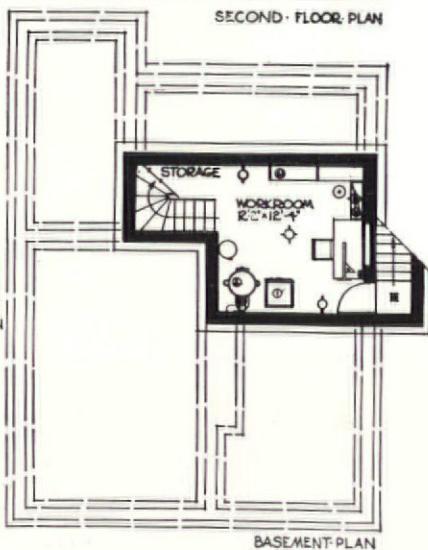
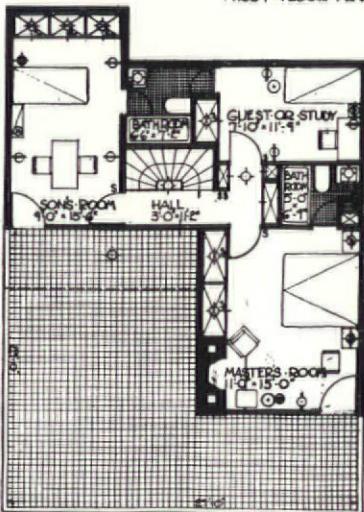
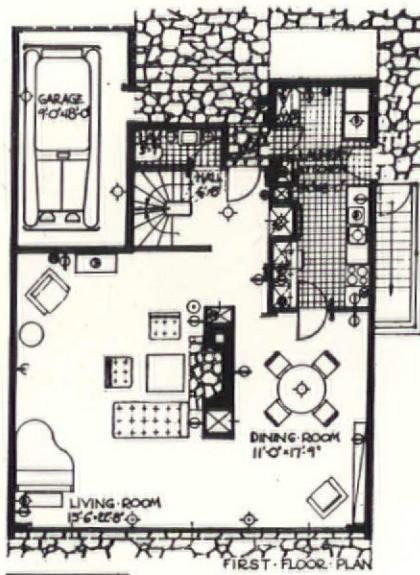


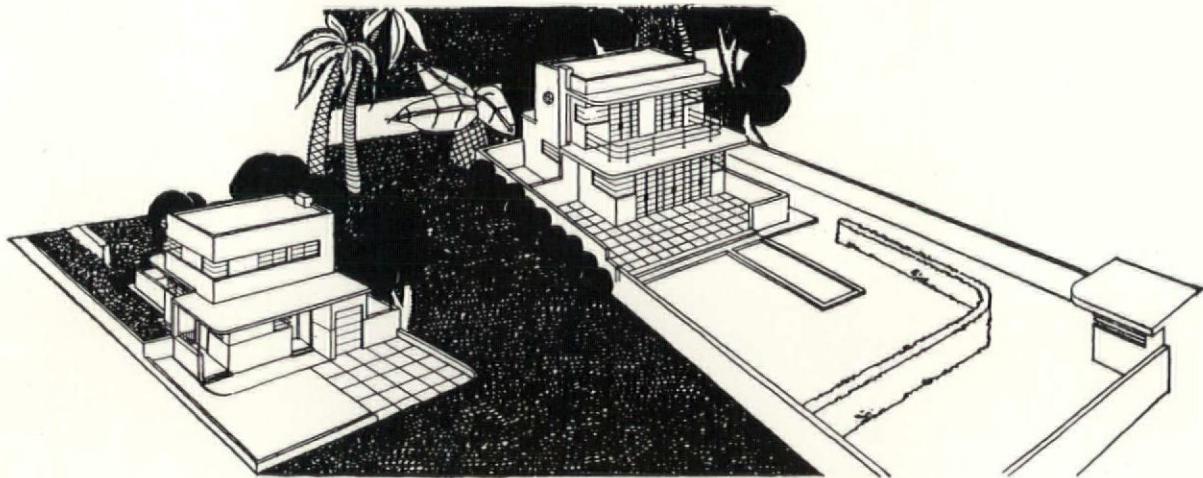
SPACE CUBAGE
A - 4.5' x 10' x 11' = 817
B - 14' x 30' x 11' = 7180
C - 14' x 15.3' x 11' = 2070
D - 15.25' x 16' x 10' = 2440
E - 4' x 5' x 16' - 7' = 180
F - 30' x 27.5' x 10' = 2325
G - 13' 2" x 6' 6" = 452081
I - 3' x 25' x 11' = 83
TOTAL 19181



SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

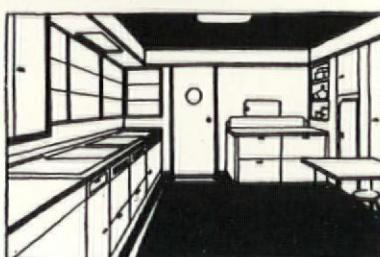
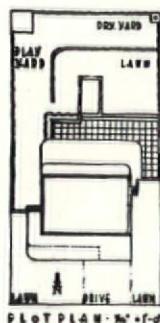
An unusual plan in which the fireplace is made to serve as the space interruption between the living and dining functions of the major first floor area. Particularly compact is the due access to the front door from garage and kitchen. It does not seem, however, that so much glass in the bathroom on the north side is desirable (even in a Southern climate). Handling of the fireplace in the master's room is worthy of attention. The great compactness of the second floor plan allows for a very large terrace over the greater part of the living room.



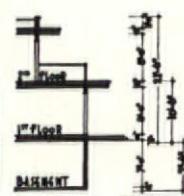
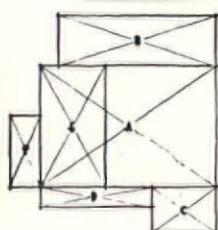
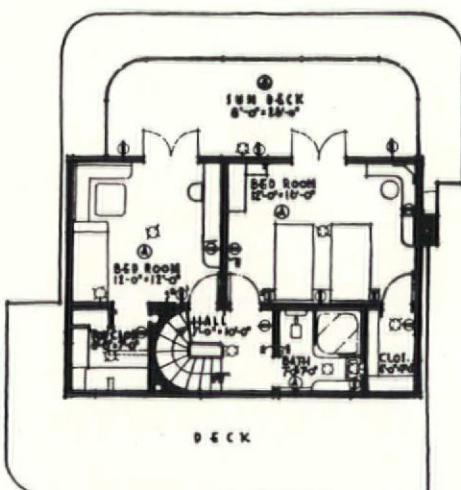
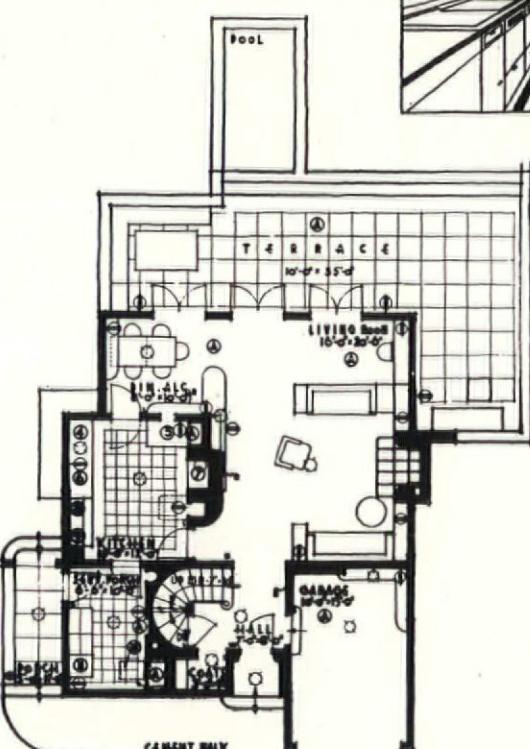
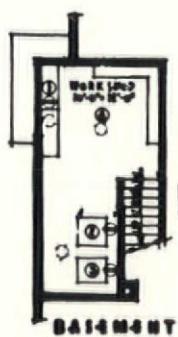


STREET FRONT

GARDENFRONT



KITCHEN



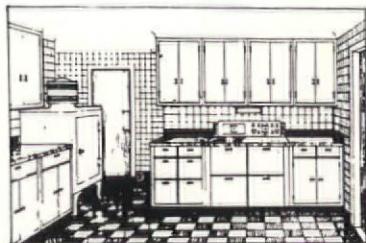
CUBAGE TABULATIONS:		
A	10'-0" x 30'-0" x 12'-0"	3,600
B	6'-0" x 21'-0" x 10'-0"	1,215
C	6'-0" x 11'-0" x 10'-0"	914
D	3'-0" x 19'-0" x 10'-0"	693
E	11'-0" x 20'-0" x 7'-0"	1,695
F	5'-0" x 11'-0" x 10'-0"	154
	TOTAL CUB.	11,104

EQUIPMENT:	
1. WIRE REACH	1. MURKIN CABIN.
AIR COND-A-3	2. COFFEE POT
HEATER-RH-34	3. DUST BOXES
SINK-GRANITE	4. TBL-SINKS
EL. LAM-34-999	5. TBL-CHAMPS
EL. REFR-127	6. BELL RINGER
CABO 48 B	7. BELL TRAP
CABO 1515 T	8. BELL CHAMPS
EL. WIRING-AD	9. BELL CHAMPS
EL. PLATE-AF 5	10. BELL CHAMPS
EL. FAIR CIR-HUB	11. BELL DECK: LAMP

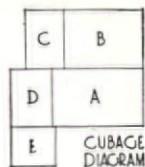
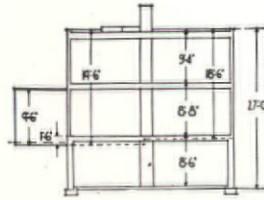
EX-ACCESSORIES:
1. LIT. BELL CLOCK LAMP
2. COFFEE POT
3. DUST BOXES
4. TBL-SINKS
5. TBL-CHAMPS
6. BELL RINGER
7. BELL TRAP
8. BELL CHAMPS
9. BELL CHAMPS
10. BELL CHAMPS
11. BELL DECK: LAMP

"Built-in couch in living room opens into double bed. End cabinet has built-in light and humidor. Long wall cabinet is divided for fire wood and serving utensils. Built-in cabinet on opposite walls for books, radio and lights . . . Built-in sideboard continues into small bar projecting into room. Table folds into wall cabinet and space can be used for bridge . . . kitchen corner for window allows mother to watch child in play yard . . . toy closet could be remodeled into second bathroom . . . laundry chute."

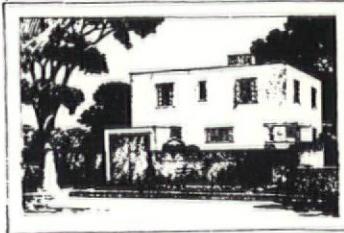
SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT



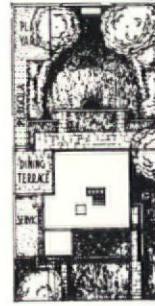
VIEW OF KITCHEN



A = 12' 9" x 20' 6" x 7' 0" x 7058
 B = 15' 0" x 18' 0" x 7' 0" x 7240
 C = 15' 0" x 6' 6" x 8' 6" x 2359
 D = 12' 9" x 9' 6" x 7' 6" x 2362
 E = 10' 0" x 9' 0" x 10' 0" x 900
 TOTAL = 19969 CU.FEET



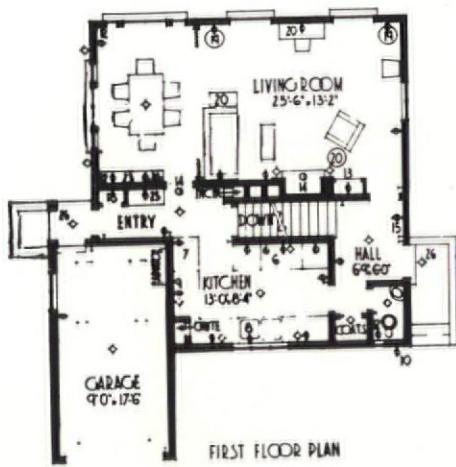
STREET FRONT



PLOT PLAN



GARDEN FRONT

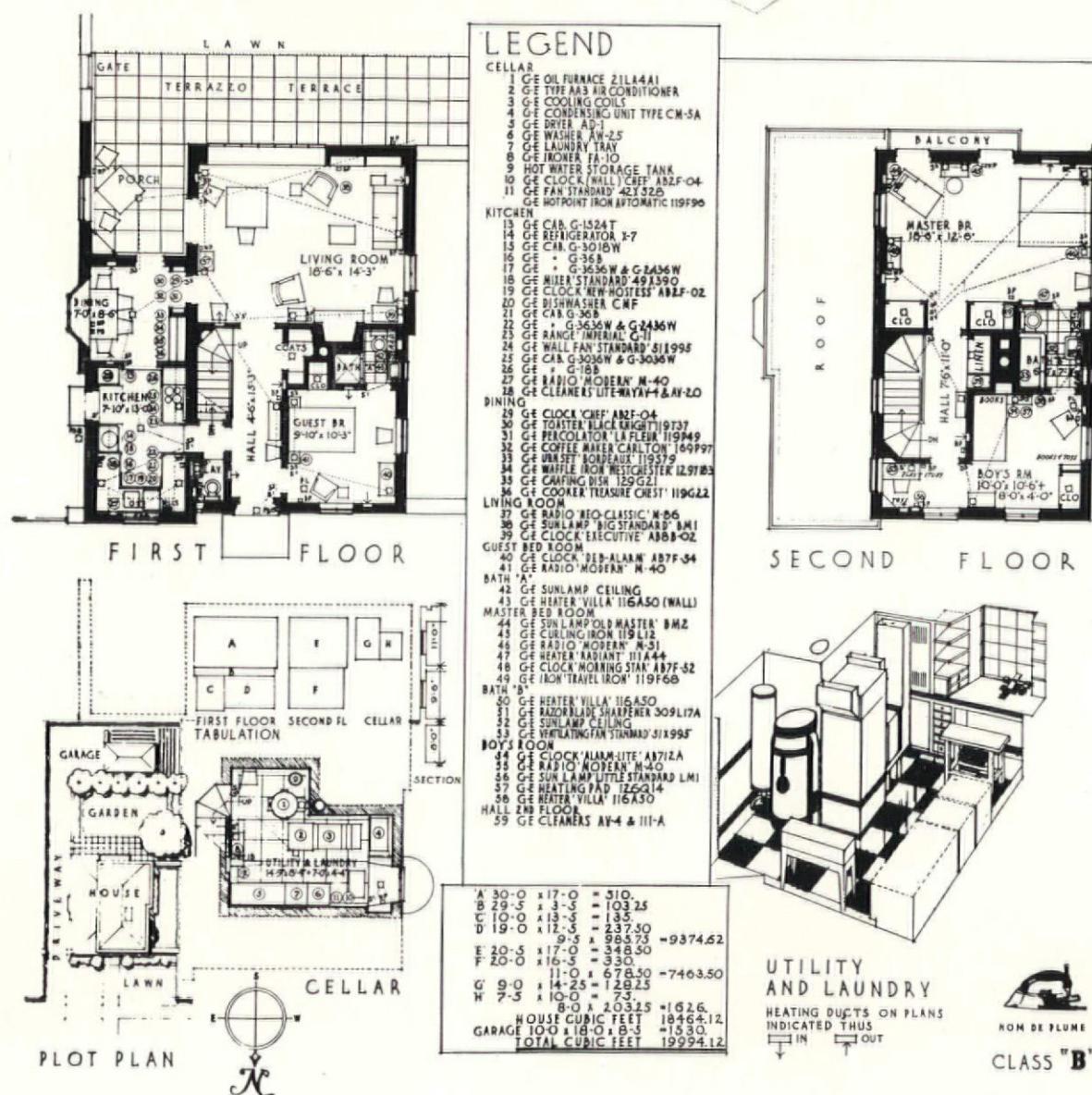
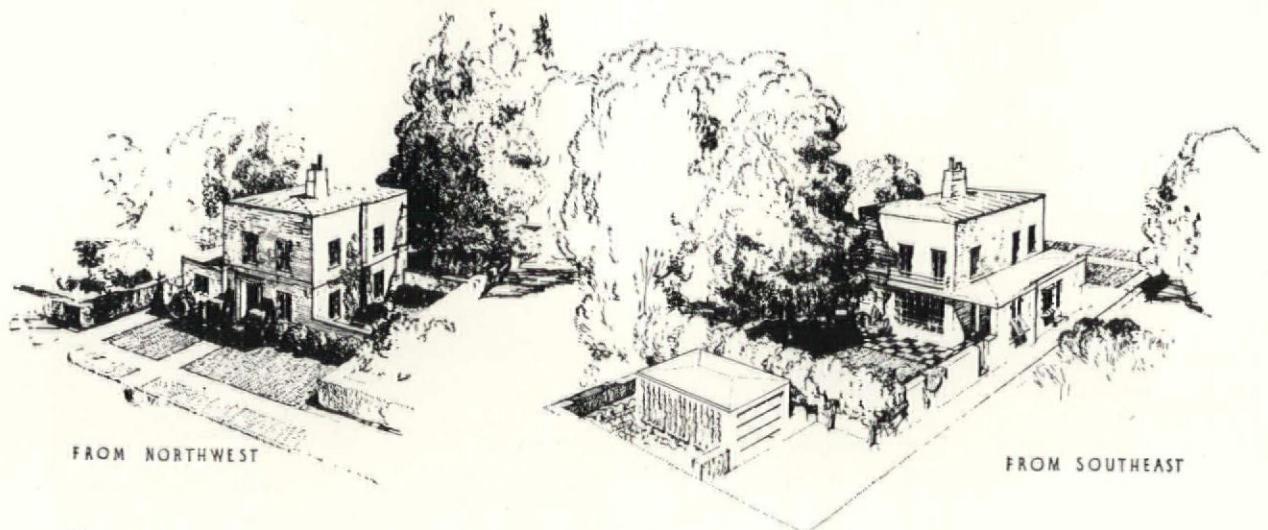


GENERAL ELECTRIC EQUIPMENT	
1	AIR CONDITIONER
2	OIL FURNACE
3	DRYER
4	WATER
5	FLATPLATE IRONER
6	RANGE
7	REFRIGERATOR
8	DISHWASHER
9	MIXER
10	LIGHTED HOUSE NUMBER
11	NOT POINT
12	SPACE HEATER
13	RADIO
14	TELECHRON CLOCK
15	DOOR BELL CHIMES
16	MOTOR
17	SUN LAMP
18	VACUUM CLEANER
19	FLOOR LAMP
20	TABLE LAMP
21	EXTENSION SPEAKER
22	EGG COOKER
23	TOASTER
24	PERCOLATOR
25	ORANGE JUICE EXTRACTOR
26	ALL NIGHT LIGHT
27	WATER HEATER



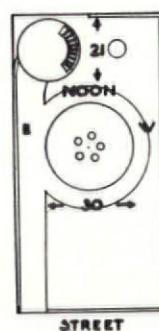
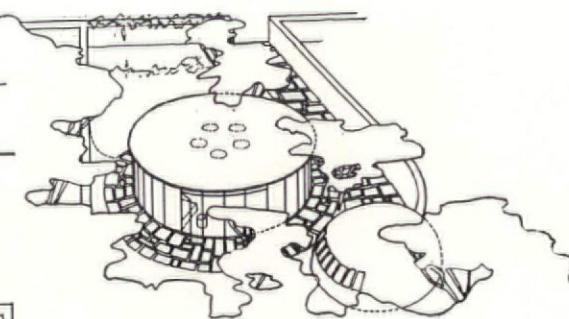
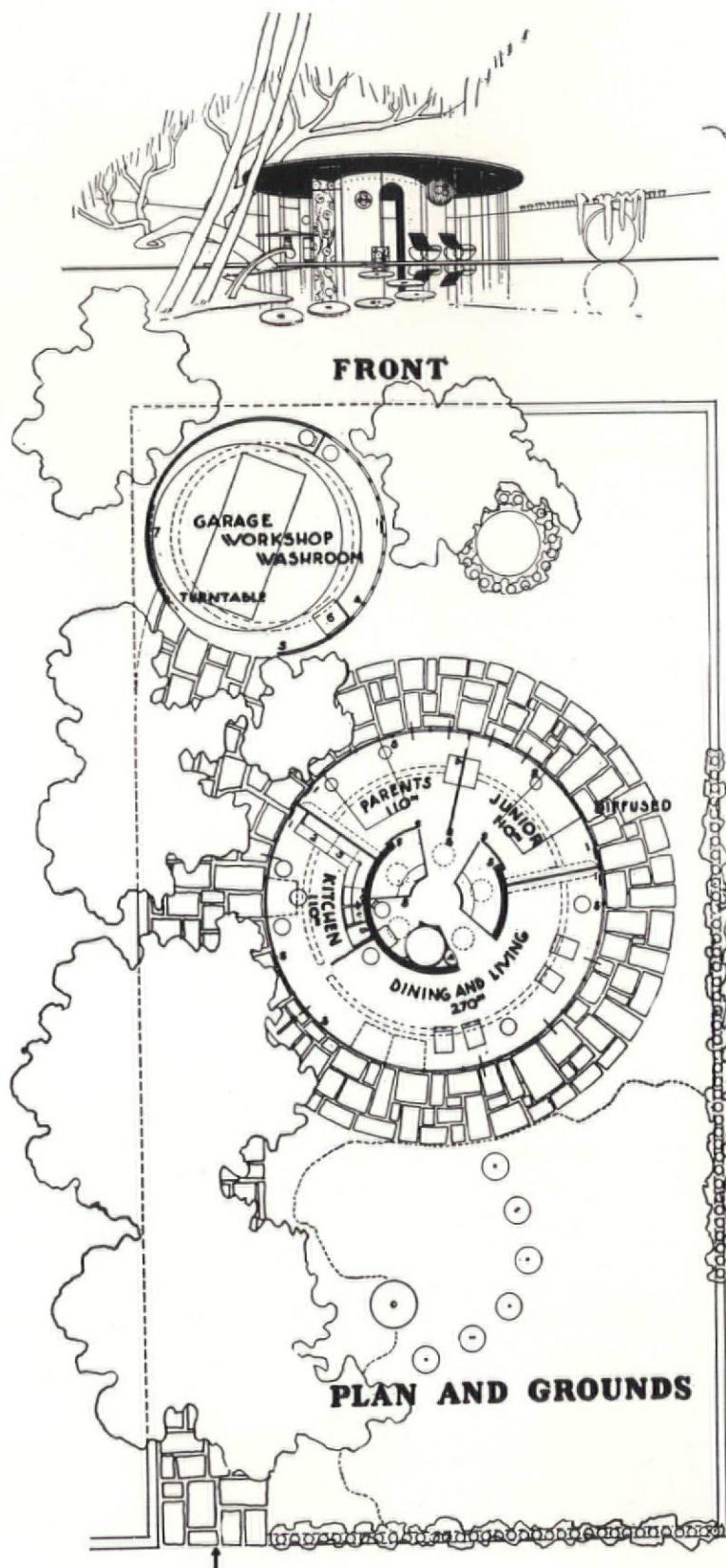
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

Here the combined living and dining room has been carefully studied to produce a pleasantly shaped room either when it is completely open or when the dining portion is shut off by the curtains. The entrance at the side provides for a maximum of privacy on the street front. The back entry, in addition to giving access directly from the garage and to the drying yard, also acts as a pantry between the kitchen and dining alcove. The relation of the house to the lot with its garden and pergola running down the east side to the more or less concealed play yard is extremely good.



"In a Southern location where the seasons for outdoor living are longer, the designer has tried to make the most of garden side of the house with a broad terrace and a sheltered porch where outdoor dining might be enjoyed with easy access to the serving space . . . The guest room on the ground floor has the advantage of separation and giving the family the run of the entire upper floor. Also in case of illness in the family the guest room can then be used as the sick room with easy access to the kitchen."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



1 - FANS
 2 - RANGE
 3 - REFR.
 4 - DISH 'W.
 5 - COOLER UNIT
 6 - WASHER
 7 - MOTOR
 8 - ALL OTHER
 EQUIPMENT INCLUDING
 "FANNEL HEATING"
 BUILT-IN-TUBE-LIGHTING

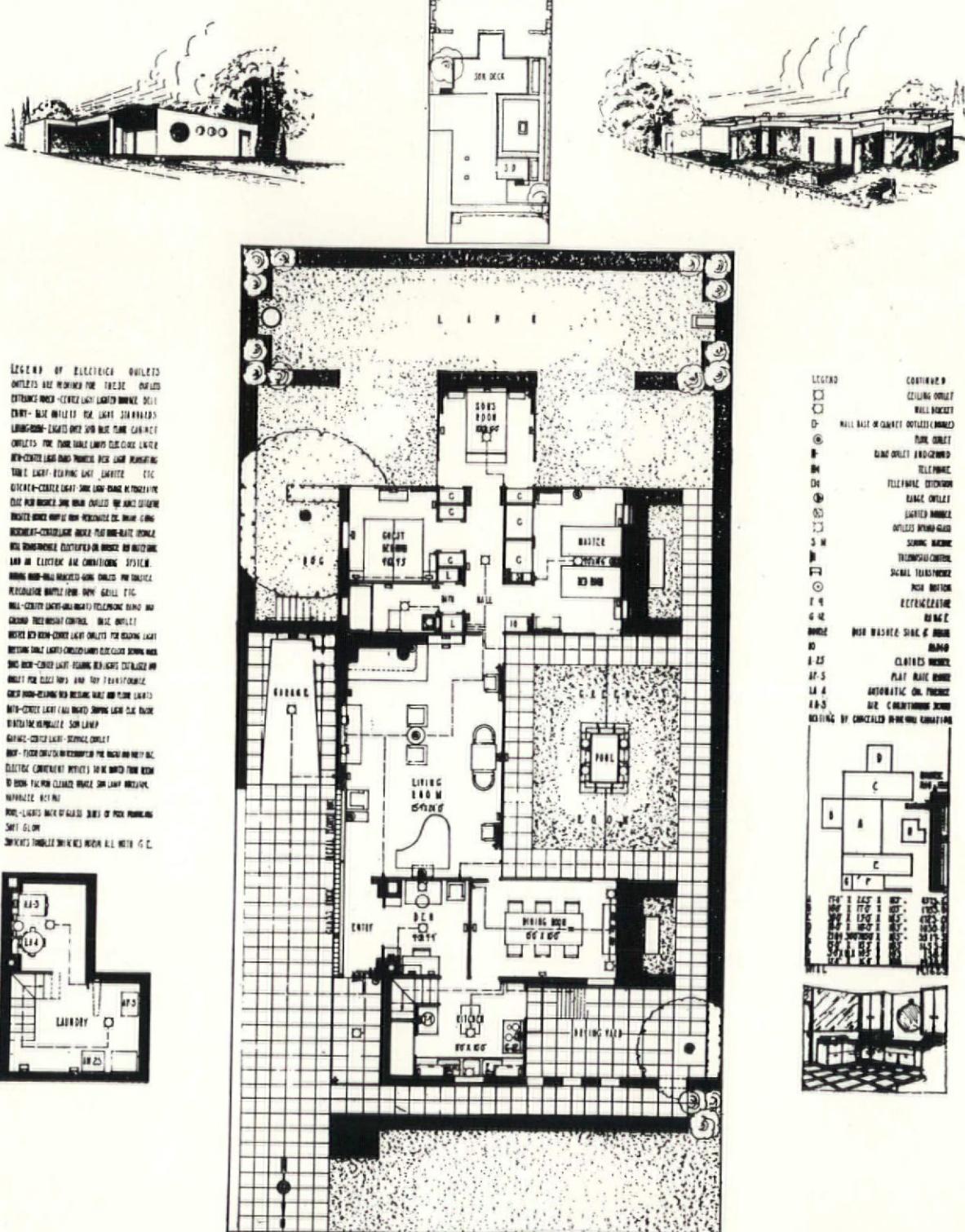


CLASS B

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

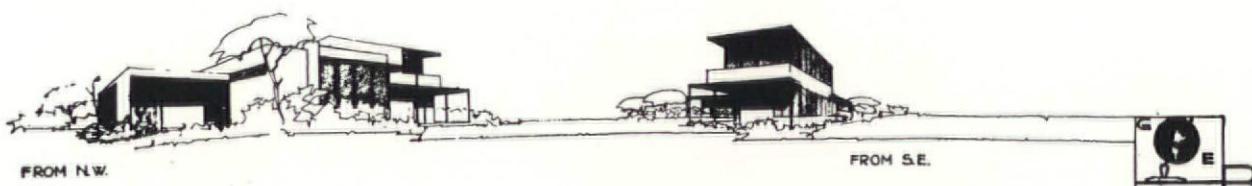
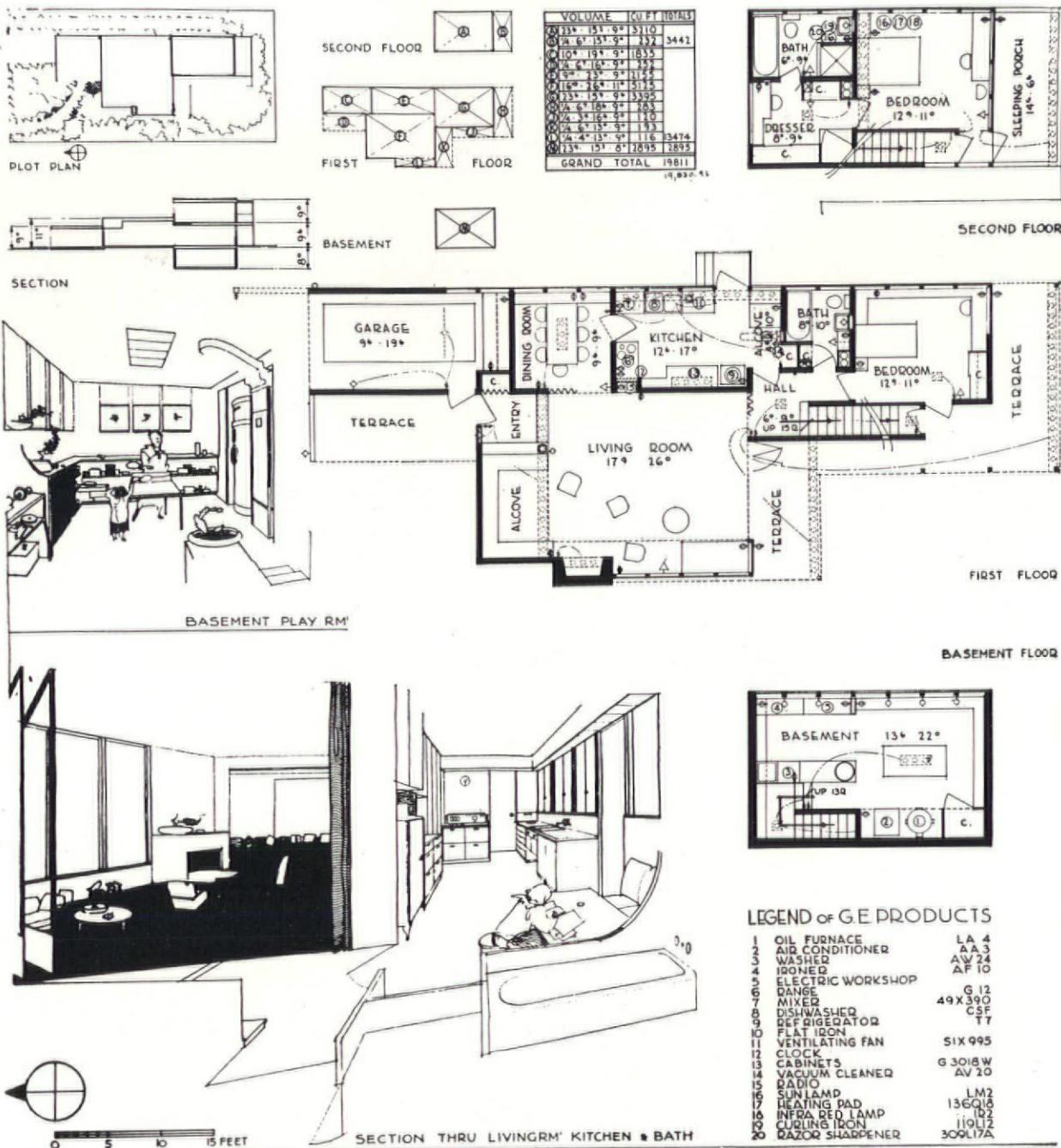
"Instead of the old idea of interest concentrated in the interior, as pictures, rugs, fireplaces, etc., I have based my design on the new conception of today . . . freedom, simplicity, scientific living. A scientific solution related spiritually and physically with the out-of-doors, the garden, the stars, the rains, the winds. Here Mr. and Mrs. Bliss and Junior are not surrounded by anything but their own imagination."

DELMAR ARLISS WARREN, MACON, GEORGIA



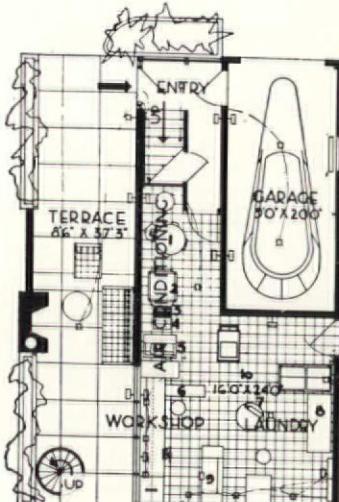
This house is designed for a Southern climate and for throwing indoors and outdoors together . . . The man's den may admit visitors without their having to make a tour through the house. If desired, it can be concealed behind drapes leaving visible only a vestibule. In sympathy with the owner's customs is the drafting table and other equipment of this room. The spacious living room, lighted by glass brick on the neighbor's side, gives on a living patio lighted by underwater diffused light.

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT



SCALE FLOOR PLANS
1/16" EQUALS ONE FOOT

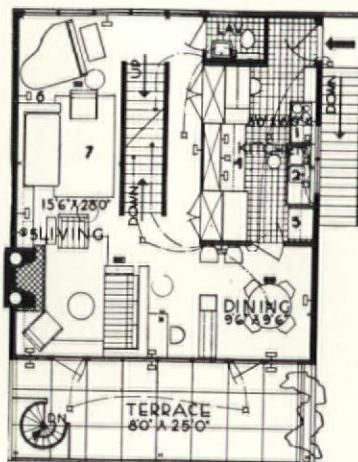
"The proposed layout combines the small residence structure and its one-car garage into one unit, thus combining their volume to a single, more impressive one and using the garage side wall to form an entrance patio that easily lends itself to landscaping. The garage has an exit under the same overhang, which shelters the entrance to the dwelling and so permits practical connections from the car to the anteroom. Living room and dining room form, whenever required, combined social quarters of considerable spaciousness, but can be separated by drapes."



GRD FLOOR

Legend

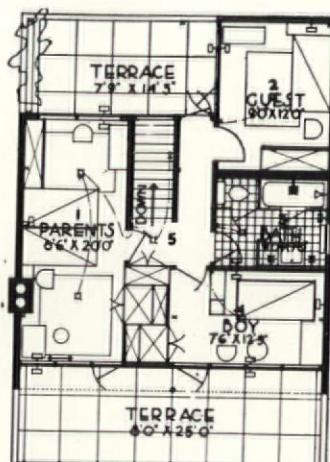
- 1 GE type LA oil furnace
- 2 GE type AA air conditioner
- 3 GE cooling coils
- 4 GE filter
- 5 GE type CM air condensing unit
- 6 GE workshop-Hotpoint soldering iron & stove
- 7 GE AW-24 washer
- 8 GE AD-1 dryer & GE clock
- 9 GE AF-10 ironer-Hotpoint iron
- 10 GE DeLUX grade wiring system



1ST FLOOR

Legend

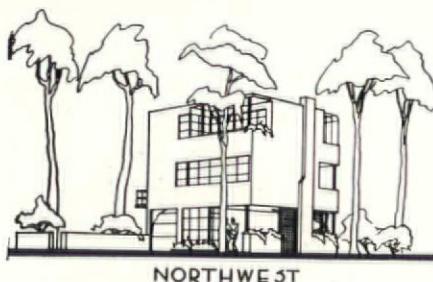
- 1 GE imperial range
- 2 GE model D dishwasher
- 3 GE K-7 refrigerator
- 4 Hotpoint toaster, cooker, waffle iron, tea kettle, mixer with accessories, percolator, coffee maker, GE clock & cleaner service
- 5 GE radio & clock
- 6 GE fan
- 7 GE Delux wiring system



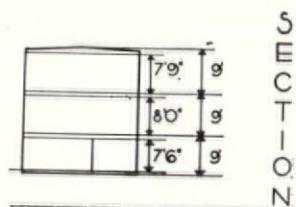
2ND FLOOR

Legend

- 1 GE illuminated clock, fan, penetrating heat ray lamp, Hotpoint curling iron, heating pad
- 2 GE fan, clock
- 3 GE sunlamp, Hotpoint razor sharpener, disc stove
- 4 GE sunlamp, fan, clock, Hotpoint heating pad
- 5 GE DeLUX wiring system

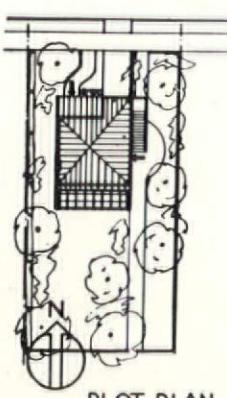


NORTHWEST

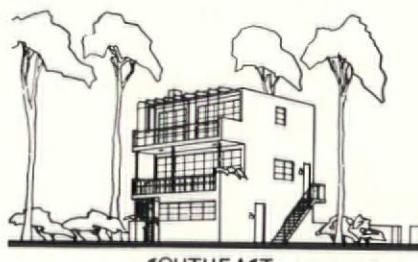


TABULATION & CUBAGE

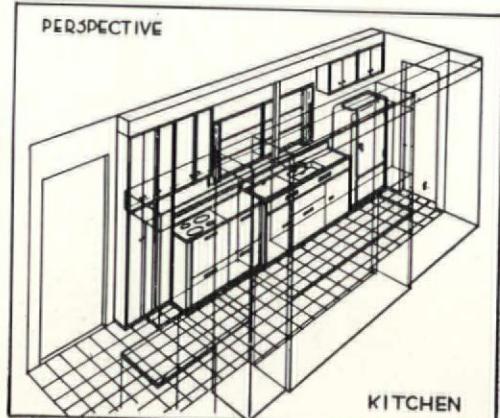
GRD FLOOR		755.0 cuft
terrace - 37'5" x 9' x 9/4" -		755.0 cuft
remainder - 37'5" x 17' x 9" -		5,700.0 **
1ST. FLOOR		
terrace - 26' x 8'6" x 9/4" -		499.0 **
remainder - 28'9" x 26' x 9" -		6,575.0 **
2ND. FLOOR		
N. terrace - 16' x 8'3" x 9/4" -		299.0 **
covd portion S. terrace		
26' x 11'0" x 9/4" -		107.5 **
remainder - 26' x 20'9" x 9" -		4,050.0 **
10' x 8'3" x 9" -		745.0 **
Total.....		19550.5 cuft.



PLOT PLAN



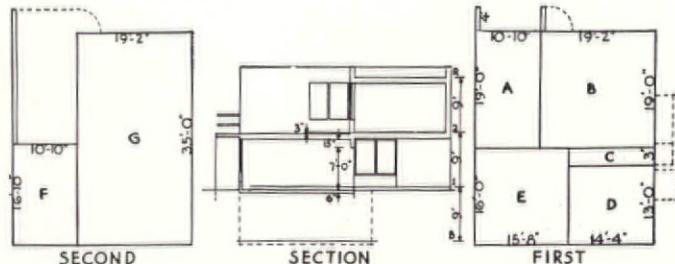
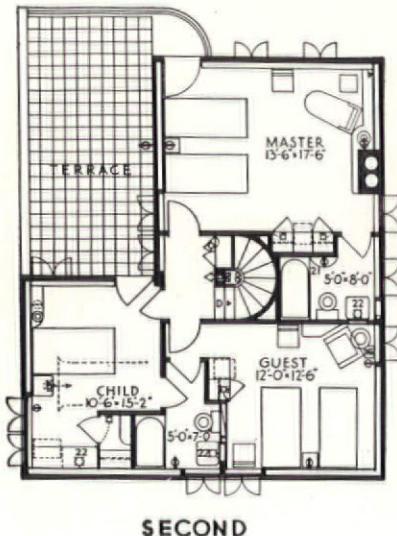
SOUTHEAST



class b

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT

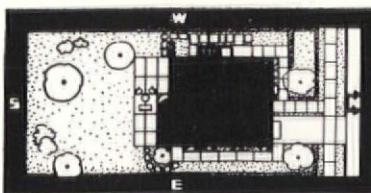
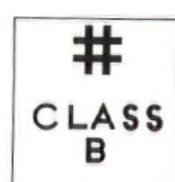
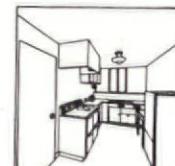
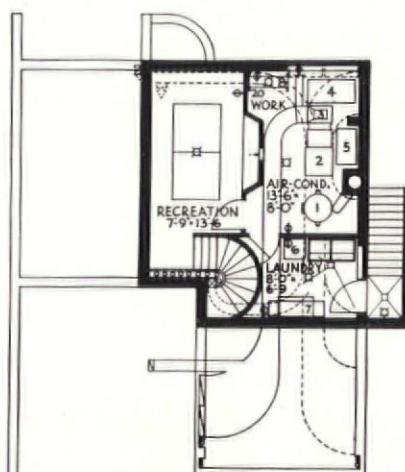
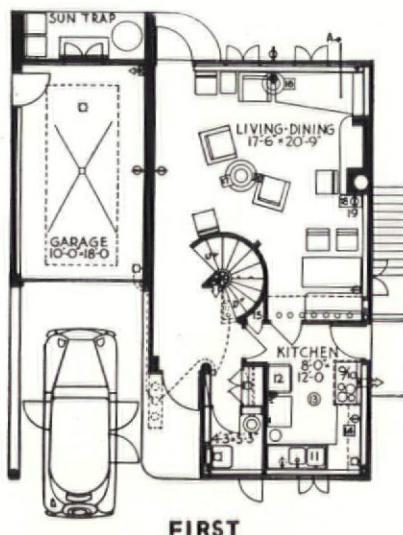
"This home is planned according to the divisions of function rather than arbitrary rooms. There are three functions in a small home—work, leisure and rest. In the Southern climate, it is desirable to build off the ground away from heat and insects to the higher strata of circulating air. For this reason the divisions of function have been divided vertically, each division being segregated from the other so that no function conflicts with another function. The divisions are as follows: work space (used the least) on the ground, leisure space on the next floor, and rest space on the top floor."

**G.E. EQUIPMENT**

1 OIL FURNACE	LA-4
2 AIR CONDITIONER	AA-3
3 COOLING UNIT	
4 CONDENSING UNIT CM-8W-3HP	
5 H.W. STORAGE TANK 66 GAL	
6 WASHER	AW-25
7 BOWLR	AF-10
8 WORKSHOP	
9 RANGE (IMPERIAL)	G-11
10 EXHAUST FAN & HOOD	
11 DISHWASHER	MODEL-D
12 REFRIGERATOR	K-7
13 SEMI-INDIRECT LIGHT (150 W)	
14 MIXER	49X582
15 CLEANER	III-A SUPER
16 SEMI-INDIRECT LIGHT (FLOOR TYPE)	
17 " "	(TABLE TYPE)
18 RADIO M-67	19. ELEC. CLOCK
20 SOLID KIT 13959	21. CURLING IRON
22 SUNLAMP (ADAPTED FOR WALL USE)	

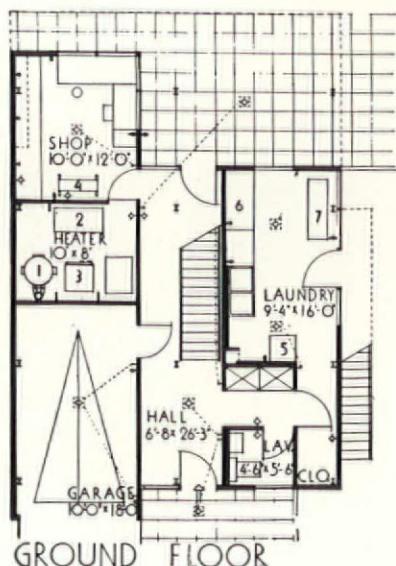
CUBAGE

BASEMENT		
B- 19.2	x 19.0	x 9.5 *
C- 14.4	x 3.0	x 9.5 *
410.0		
FIRST FLOOR		
A- 10.8	x 19.0	x 9.5 *
B- 19.2	x 19.0	x 9.0 *
C- 14.4	x 3.0	x 9.0 *
D- 14.4	x 13.0	x 9.5 *
E- 15.7	x 16.0	x 8.54 *
A- 11.8	x 4.0	x 9.54 *
2010.9		
3283.2		
388.8		
1777.4		
533.8		
115.6		
SECOND FLOOR		
F 10.8	x 16.8	x 10.0 *
G 19.2	x 35.0	x 9.0 *
1814.4		
6048.0		
TOTAL 19847.7		



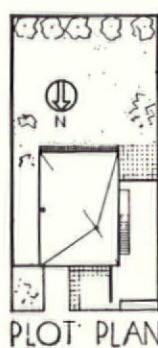
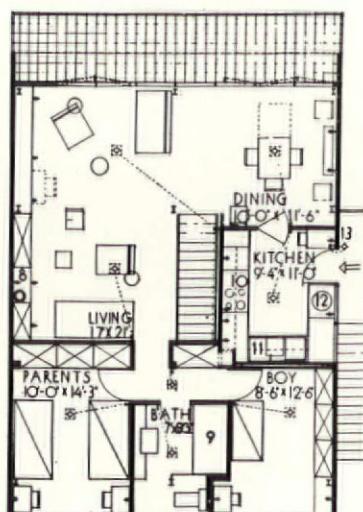
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"Heating and cooling. The circulation of warm and cold air in season through walls and floor system—supply via west wall—return via coat room wall. Return ducts extend as shown in 'B' to insure complete circuit. Walls and ceilings provide radiant heat in winter and with a minimum temperature at 75° in summer absorb latent heat. Air with proper moisture content is supplied directly to the house via stairway; exhausted at entrance door; also recreation room. A standard system may be installed if desired."

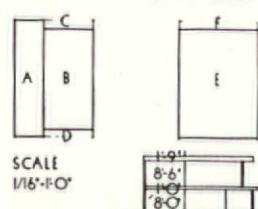


LEGEND

- 1 GE OIL FURNACE LA-4
- 2 GE CONDENSER CM-8W
- 3 GE AIR CONDITIONER AA-3
- 4 GE WORKSHOP
- 5 GE WASHER AW-25
- 6 GE DRYER AD-1
- 7 GE IRONER AF-10
- 8 GE RADIO M-86
- 9 GE SUNLAMP BM-1 BUILT IN.
- 10 GE RANGE G-11
- 11 GE DISHWASHER D
- 12 GE REFRIGERATOR T-9
- 13 GE WALL VENTILATING FAN SIX995



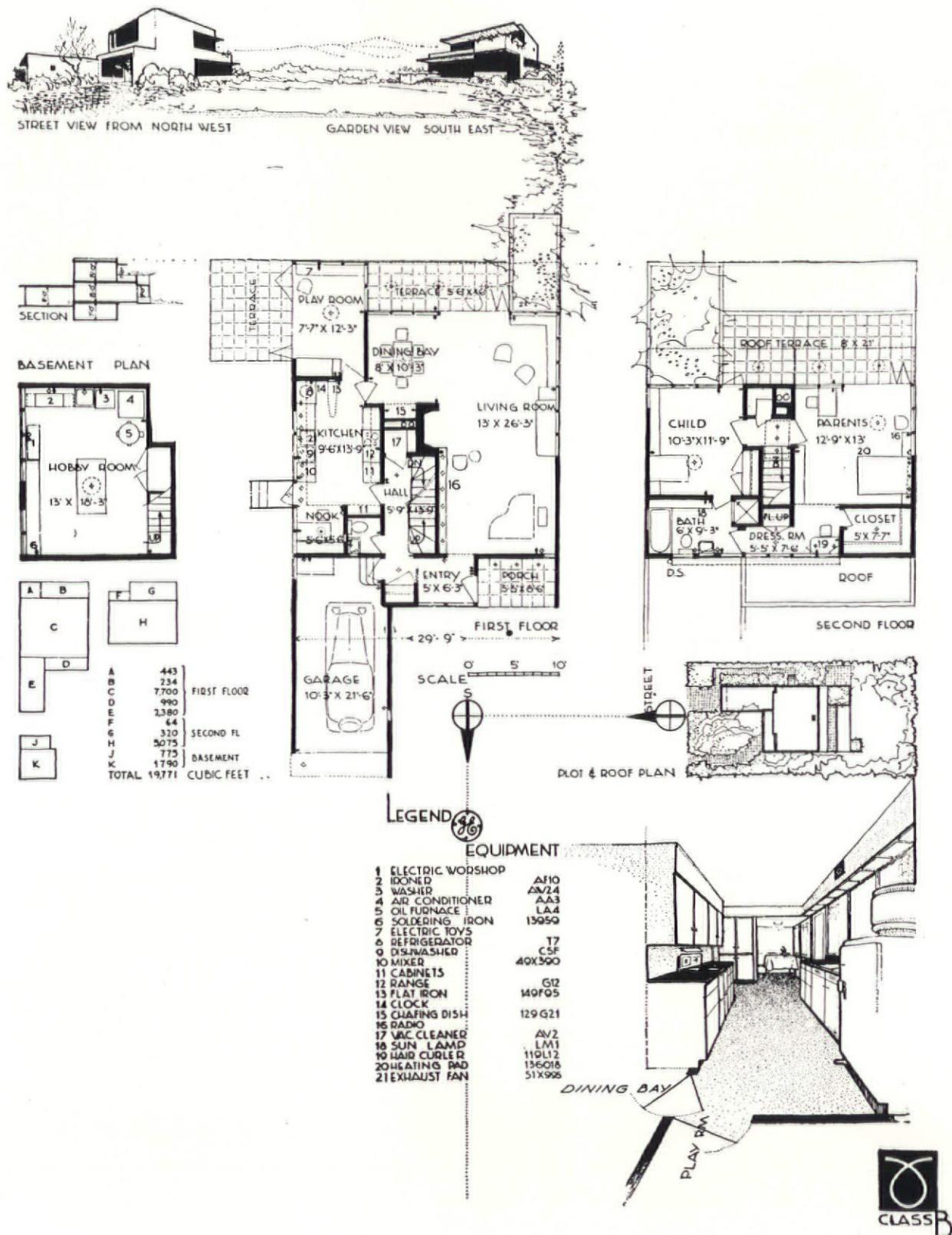
A 39 X 10.75 X 8.5	= 3570
B 8.5 X 16.5 X 8.5	= 4700
C+D 25.5 X 25 X 16.5 X 8.5	= 195
E 36.5 X 27.25 X 11.25	= 11205
F 2.5 X 10.5 X 11.25	= 293
TOTAL - 19963	



CLASS B

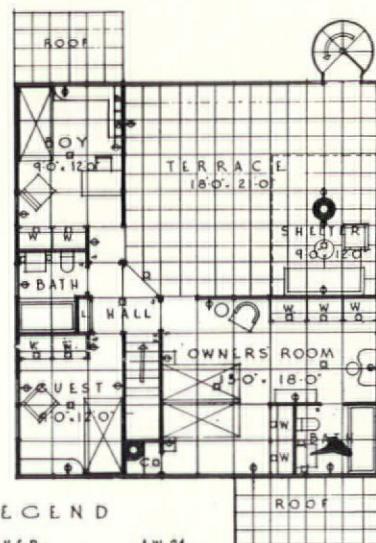
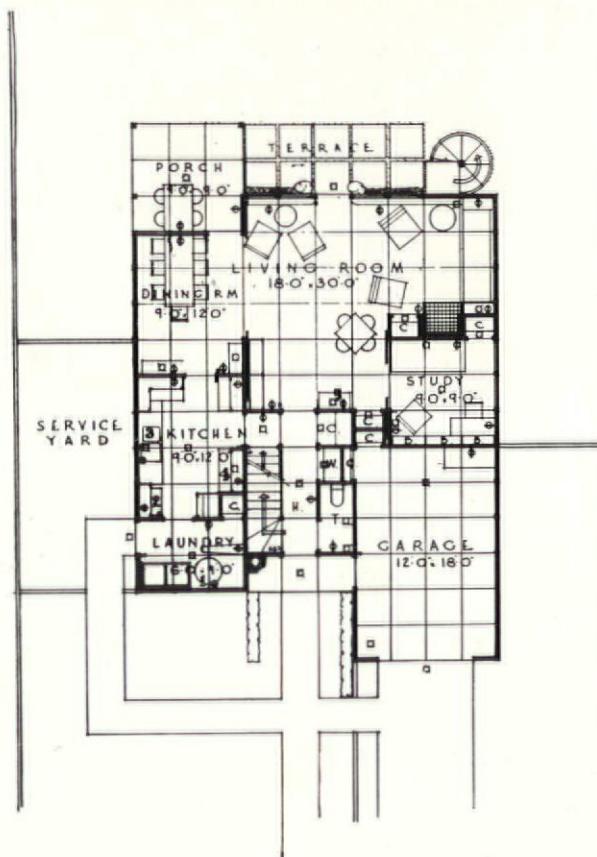
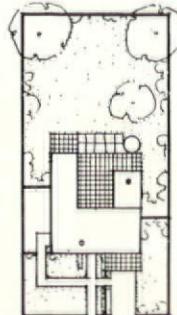
"On the ground level a greater area is kept free for use . . . covered terraces are provided through the difference in area of the surfaces and the living quarters . . . The large glass area of the living and dining space is sheltered from the southeastern sun . . . The house is supported on steel columns, the walls hung on shelf angles, thermopane used for glazing throughout reduces heat loss."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

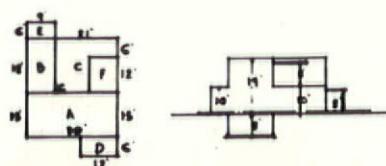


SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

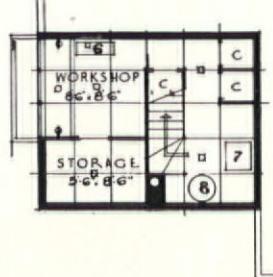
"Entry gives direct access to social, private and service elements of the house. Although equipped with large windows and glass door it is so turned as to assure complete privacy within, while still providing diffused light for the music and library and living room . . . Dining bay and intimate extension of living room is farthest removed from entrance and has southern windows . . . Play room for all day use of child . . . One entire wall disappears, opening the room on eastern garden terrace which like the room itself may be under constant surveillance of the mother in the adjacent kitchen."



- LEGEND
- 1 GE WASHER AW 24
 - 2 GE REFRIGERATOR K 7
 - 3 GE DISHWASHER E
 - 4 GE RANGE G II
 - 5 GE RADIO M 107
 - 6 GE WORKSHOP
 - 7 GE AIR CONDITIONER A A 3
 - 8 GE OIL FURNACE L A 4



A	30' 15" x 19'	8550
B	18' 4" x 19'	9018
C	18' 2" x 10'	5780
D	6' 12" x 10'	720
E	6' 9" x 8' 4"	108
F	9' 12" x 8' 4"	816
G	5' 5" x 2' 9"	41
CLEAR	15' 10" x 8'	2160
TOTAL	18G35 C.U.F.T.	



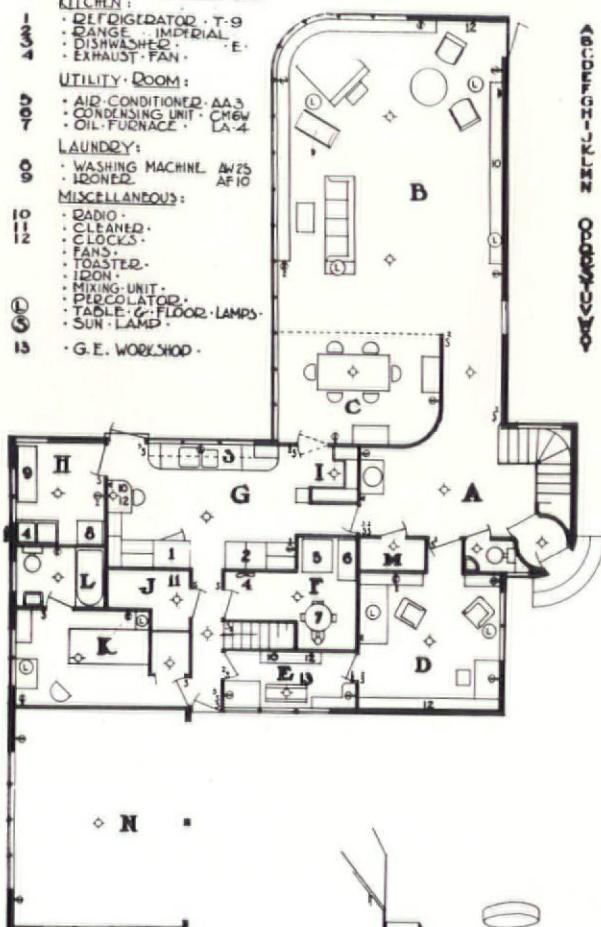
CLASS B

"This house was designed to be built of factory-produced sectional units, based on a module of three feet, supported by a skeleton framework. Everything has been made to attain maximum flexibility of the first floor by the use of sliding panels, by which the dining portion and study may be shut off from the living space or, when needed, all opened into one large space for entertaining. For a warm climate the variety of outdoor lounging space has been provided at first and second floor levels, both shaded and open to the sun, to give comfort at all times of the day."

SCALE FLOOR PLANS
1/16" EQUALS ONE FOOT

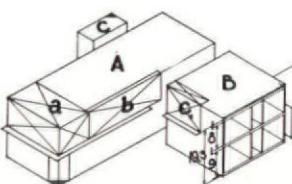
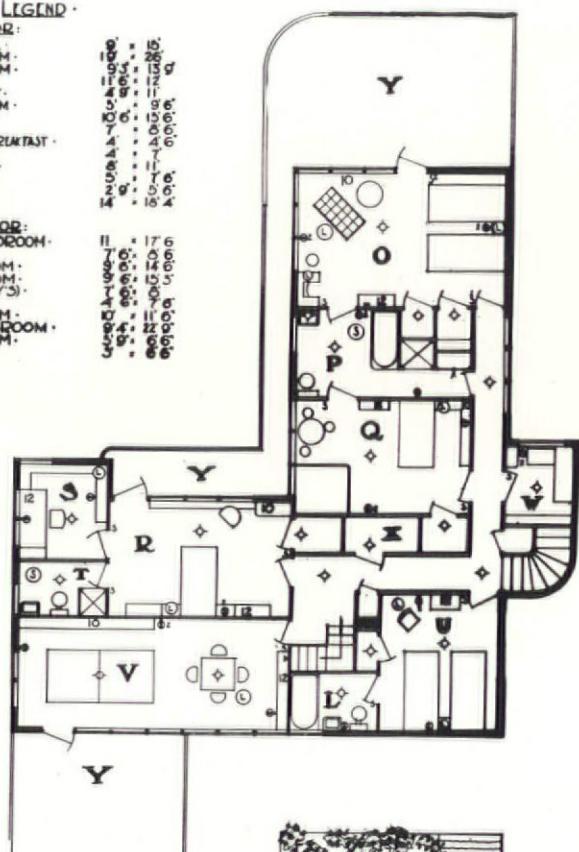
G.E. HOME APPLIANCES

- KITCHEN:
 - REFRIGERATOR - T-9
 - RANGE - IMPERIAL
 - DISHWASHER - E
 - EXHAUST FAN
- UTILITY ROOM:
 - AIR CONDITIONED - AA-3
 - CONDENSING UNIT - CM-6W
 - OIL FURNACE - LA-4
- LAUNDRY:
 - WASHING MACHINE - AW-25
 - IRONER - AF-10
- MISCELLANEOUS:
 - RADIO
 - CLEANER
 - CLOCKS
 - FANS
 - WATER
 - IRON
 - MIXING UNIT
 - PERCOLATOR
 - TABLE & FLOOR LAMPS
 - SUN LAMP
- G.E. WORKSHOP



ROOM LEGEND

- | FIRST FLOOR: | |
|-----------------------|-----------------|
| STAIR HALL | 10' 0" |
| LIVING ROOM | 10' 0" x 12' 0" |
| DINING ROOM | 9' 0" x 10' 0" |
| STUDY | 9' 0" x 11' 0" |
| LABORATORY | 5' 0" x 9' 6" |
| UTILITY ROOM | 10' 0" x 10' 6" |
| KITCHEN | 7' 0" x 10' 6" |
| LAUNDRY | 7' 0" x 8' 6" |
| SLEEPING OR BREAKFAST | 4' 0" x 4' 6" |
| STORAGE | 4' 0" x 4' 6" |
| MAIDS ROOM | 6' 0" x 7' 0" |
| BATH | 5' 0" x 7' 6" |
| COATS | 2' 0" x 5' 0" |
| GARAGE | 14' 0" x 16' 4" |
-
- | SECOND FLOOR: | |
|-----------------|-----------------|
| MASTER BEDROOM | 11' 0" x 17' 6" |
| BATH | 7' 0" x 9' 6" |
| DAIRY ROOM | 7' 0" x 9' 6" |
| BOY'S ROOM | 9' 0" x 10' 0" |
| STUDY (BOY'S) | 7' 0" x 10' 0" |
| BATH | 4' 0" x 5' 0" |
| GUEST ROOM | 10' 0" x 11' 0" |
| DECORATION ROOM | 9' 0" x 12' 0" |
| SLEEPING ROOM | 3' 0" x 6' 6" |
| STORAGE | 3' 0" x 6' 6" |
| SUNDECK | 3' 0" x 6' 6" |



CUBAGE

LENGTH WIDTH AREA CUBAGE

A	58	20	1160	
B	23	21.5	495	
C	13	6	78	
	HEIGHT			
	19.5	1733	33.794	
D	16.5	15	278	
	10.5		2919	

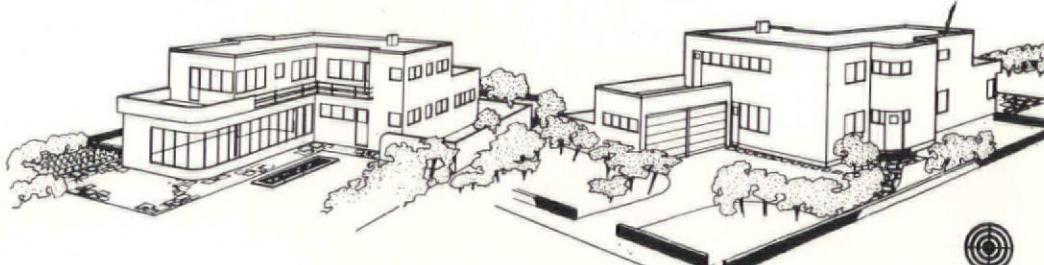
OVERHANGINGS

47	1	47	
26	1.5	42	
HEIGHT 6 1/4		69	178

LEGS:			
a	11	20	220
b	27	1.5	41
c	13	3	39
HEIGHT 9.5		300	2,850

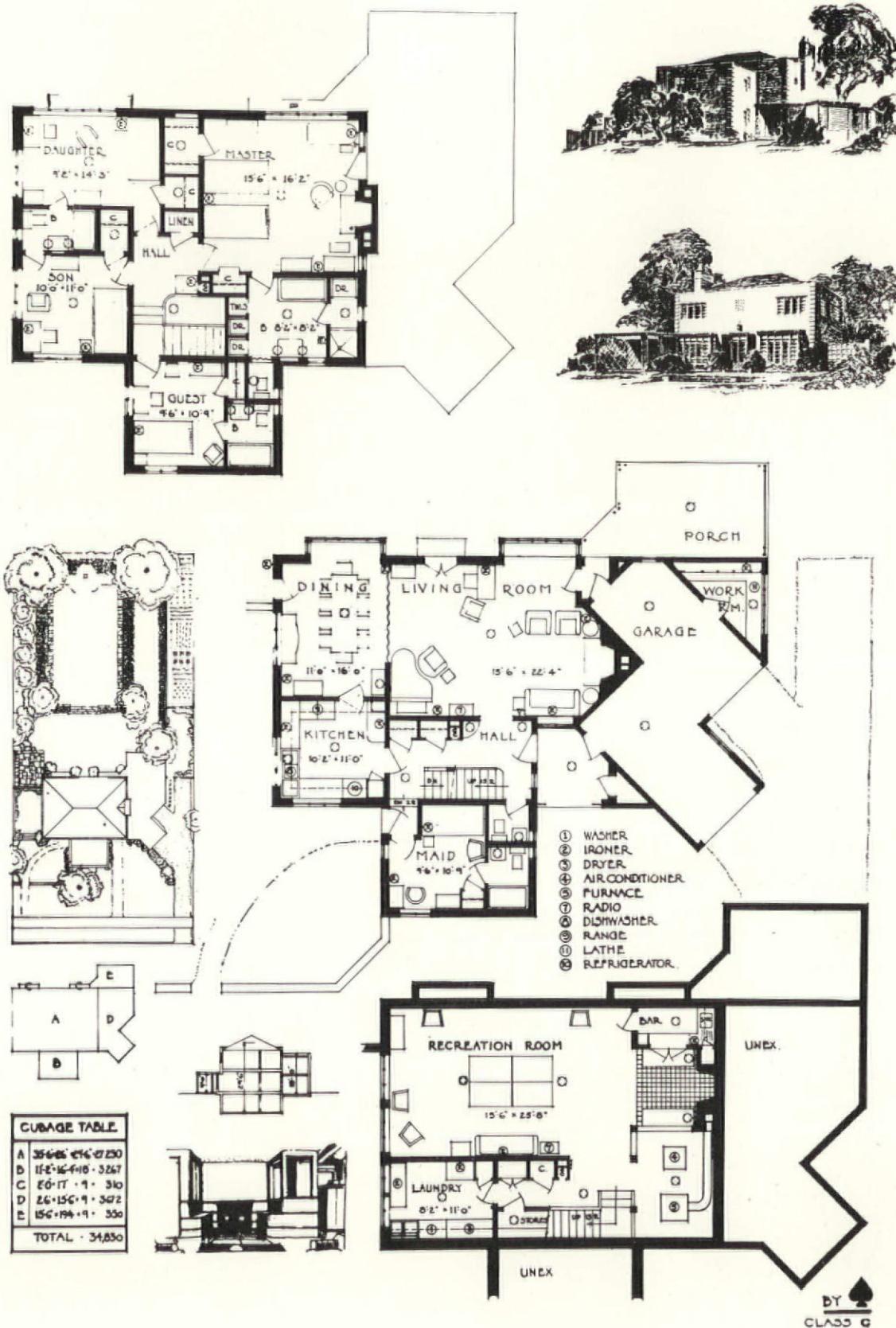
TOTAL 34.04

SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT



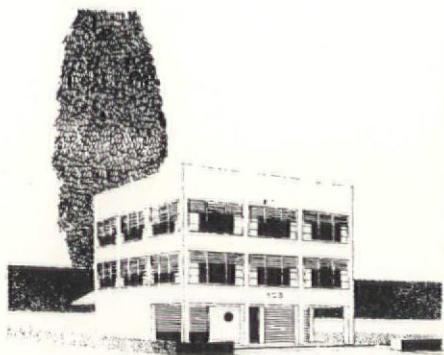
CLASS C

"Window openings on exposed sides are for the most part small in height to allow sufficient light with a minimum of window exposure . . . the kitchen overlooks the lawn and reflecting pool as do the dining and living rooms. At the same time its door leads directly to the laundry. Drying yard is along the northeast partition of the house. Air can be exhausted from over the range through the utility room and out the flue . . . Boy's quarters, easily reached, is a complete unit in itself, having its own study for his technical equipment and pursuit."

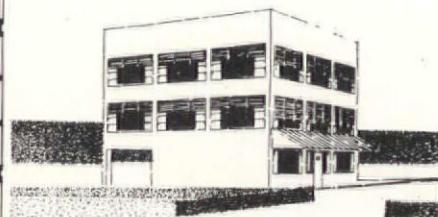
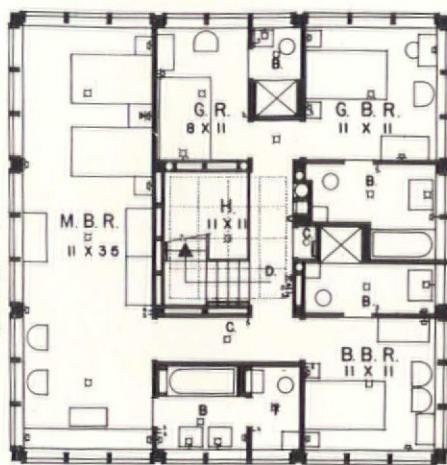
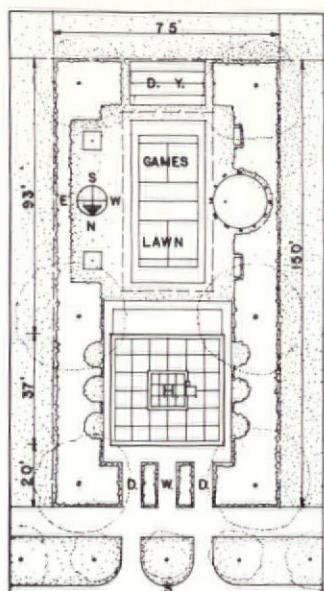


The most obviously unusual feature of this plan is the peculiar arrangement of the two-car garage. A glance at the plan shows clearly how this provides the maximum use of the street frontage for decorative landscaping purposes and at the same time permits the house to be placed far enough off the center axis of the lot to provide a small vegetable garden along the western side. The weakest part of the plan is the narrow passage from living room to porch. If meals were to be eaten outdoors it would be difficult to pass through this space with a tray filled with dishes.

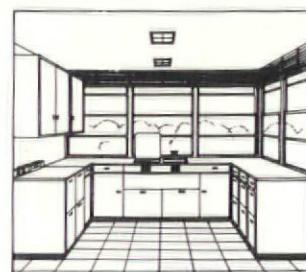
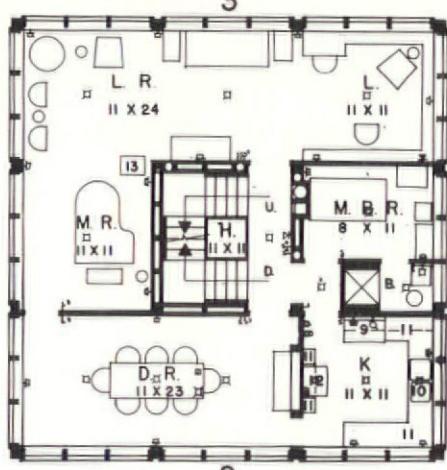
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



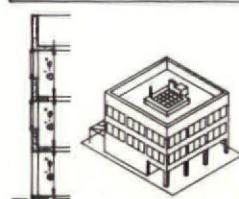
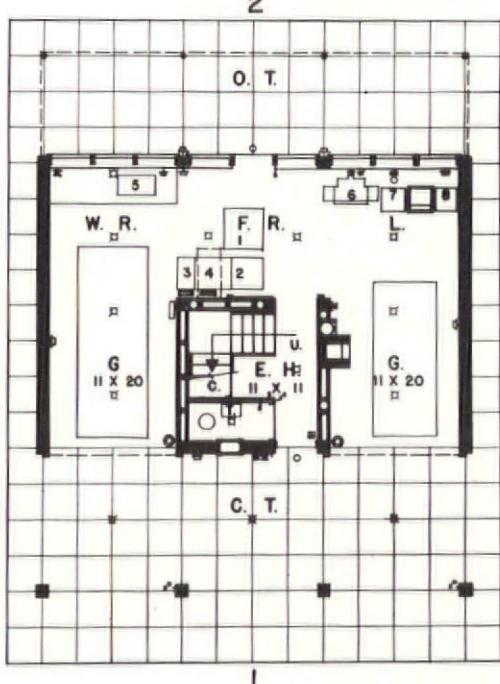
FROM STREET



FROM GARDEN



KITCHEN



CUBAGE

1 ST. STORY 8'-6"
2 MD. 8'-6"
3 RD. 8'-6"
HEIGHT 25'-6"
37'-0" X 37'-0" X 25'-6" = 34,910'

CONSTRUCTION
SKELETON CONCRETE WITH 8"
TWO WAY REINFORCED SLABS.

G-E EQUIPMENT
1 R.K. GAS FURNACE
2 AA-3 AIR CONDITIONER
3 COOLING COILS
4 CM-8W 5HP CONDENSER
5 WORK SHOP
6 AF-10 FLATPLATE IRONER
7 AW-25 WASHER
8 TWO BURNER RANGE
9 612-A IMPERIAL RANGE
10 MODEL E DISHWASHER
11 WALL, BASE, BROOM AND
LINEN CABINETS
12 K-7 REFRIGERATOR
13 M-107 BANDMASTER RADIO

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

LEGEND

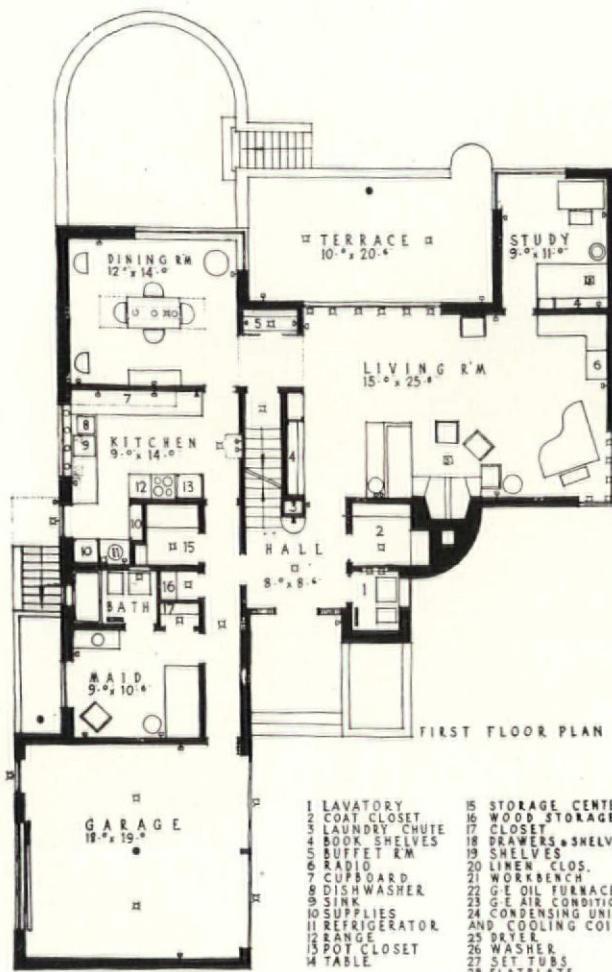
- B BATH
- BBR BOY'S BED ROOM
- C CLOSET; CORRIDOR
- CT COVERED TERRACE
- D DRIVEWAY; DOWN
- DR DINING ROOM
- DY DRYING YARD
- EH ENTRANCE HALL
- FR FURNACE ROOM
- G GARAGE
- GR GUEST ROOM
- GBR GIRL'S BED ROOM
- H HALL; HOUSE
- K KITCHEN
- L LIBRARY; LAUNDRY
- LR LIVING ROOM
- MR MUSIC ROOM
- MBR MASTER'S-BED ROOM
- MBR MAID'S BED ROOM
- OT OPEN TERRACE
- S STREET
- T TOILET
- U UP
- WR WORK ROOM

CLASS "C"

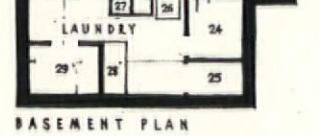
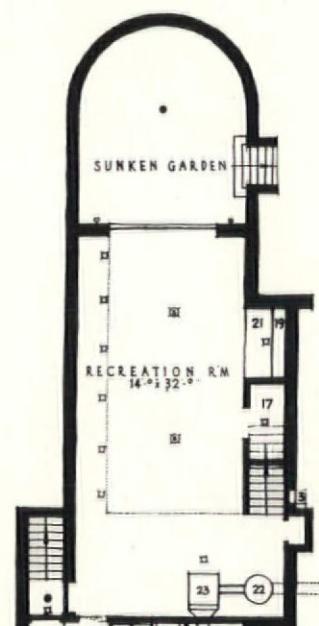
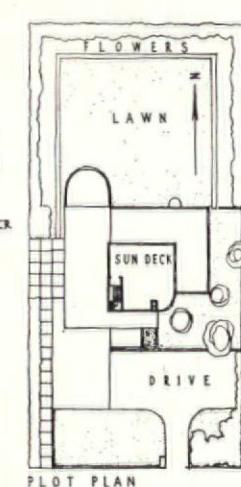
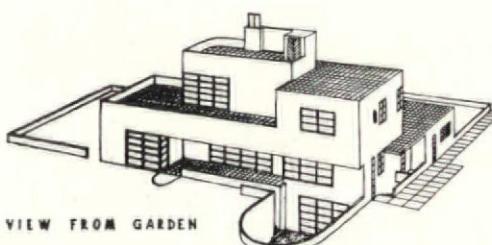
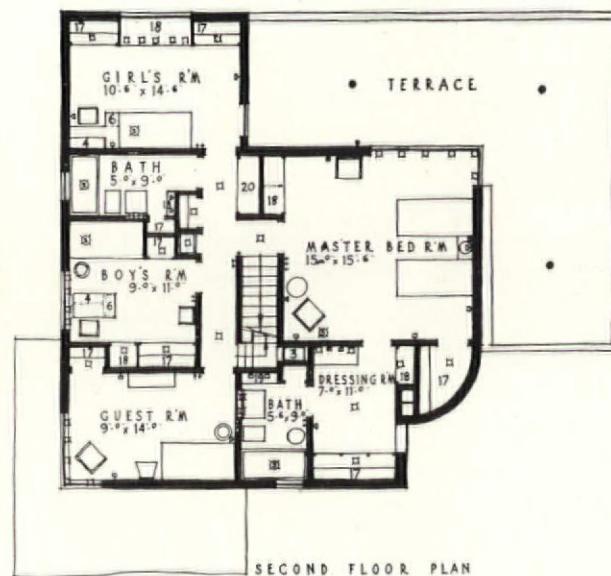
SUBMITTED BY



"The house is a cubic mass enclosing a central stair hall skylighted from above . . . the stair is enclosed by a double wall in which are placed all mechanical risers, vents, stacks, incinerator and laundry chute . . . The skeleton construction is of monolithic reenforced concrete with two-way reenforced slabs and inverted spandrel beams. Inverted beams around the stair well above the roof form a skylight curb and provide for suspension of steel and interior floor slab construction. The outer wall, except in the ground story, consists of the supporting columns."

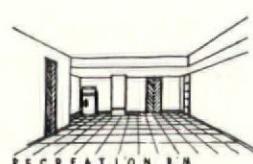
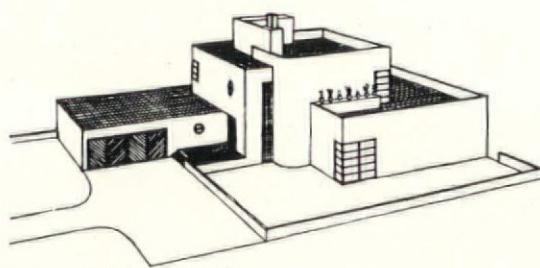


1. LAVATORY
2. COAT CLOSET
3. LAUNDRY CHUTE
4. BOOK SHELVES
5. BUFFET RM.
6. RADIO
7. CUPBOARD
8. DISHWASHER
9. SINK
10. SUPPLIES
11. REFRIGERATOR
12. RANGE
13. SPOT CLOSET
14. TABLE
15. STORAGE CENTER
16. WOOD STORAGE
17. CLOSET
18. BOOK SHELVES & SHELVES
19. SHELVES
20. LINEN CLOS.
21. WORKBENCH
22. GE OIL FURNACE
23. GE AIR CONDITIONER
24. CONDENSING UNIT AND COOLING COILS
25. DRYER
26. WASHER
27. SET TUBS
28. FLATPLATE
29. STORAGE
30. SUNLAMP



BASEMENT	862 x 8 =	6896
FIRST FLOOR	, 1877 x 9.5 =	17360
SECOND FLOOR	1150 x 8.75 =	10060
POLCH		500
STAIR TO SUNDECK		150
		<u>34966</u>

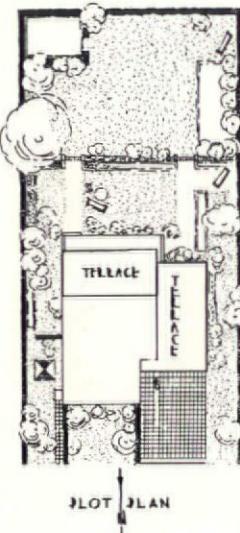
BOM DE PLUME
CLASS C



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



FROM SOUTHEAST



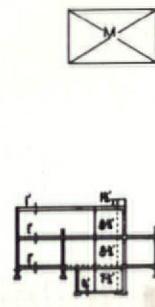
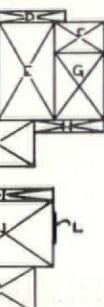
FROM SOUTHWEST

GENERAL ELECTRIC EQUIPMENT

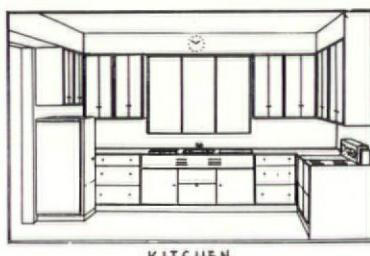
- | | |
|-------------------|-------------------|
| 1 OIL BURNER | 14 SUN LAMP |
| 2 AIR CONDIT. | 15 HOT POINT |
| 3 DISH WASHER | 16 WAFFLE IRON |
| 4 LAUNDRY | 17 COFFEE URN |
| 5 REFRIG. | 18 COOKER |
| 6 RANGE | 19 PERCOLATOR |
| 7 FAN | 20 TOASTER |
| 8 FLAT PLATE | 21 CHAFING DISH |
| 9 DRYER | 22 MIXER |
| 10 HOTPOINT IRON | 23 CLEANERS |
| 11 CLOCK | 24 RADIANT HEATER |
| 12 RADIO | 25 CURLING IRON |
| 13 INFRA RED LAMP | 26 HEATING PAD |

A-14'6" x 15'0" x 9'6" + 4-464.9
 B-13'6" x 22'0" x 10'0" + 2970.0
 C-26'4" x 15'4" x 10'0" - 4036.3
 D-25'0" x 40'0" x 9'6" + 4-218.3
 E-19'0" x 32'6" x 10'0" - 6173.0
 F-17'6" x 10'6" x 10'0" - 1837.6
 G-17'6" x 22'0" x 10'6" - 4024.3
 H-23'6" x 40'0" x 10'6" - 2468.8
 I-14'0" x 32'0" x 9'0" - 4-2888.0
 J-22'0" x 22'0" x 9'0" - 6336.0
 K-13'4" x 26'4" x 10'0" - 3682.6
 L-10'0" x 6'11" x 6' - 57.3
 M-30'6" x 18'6" x 8'6" - 4666.35
 TOTAL CUBE-34951.05

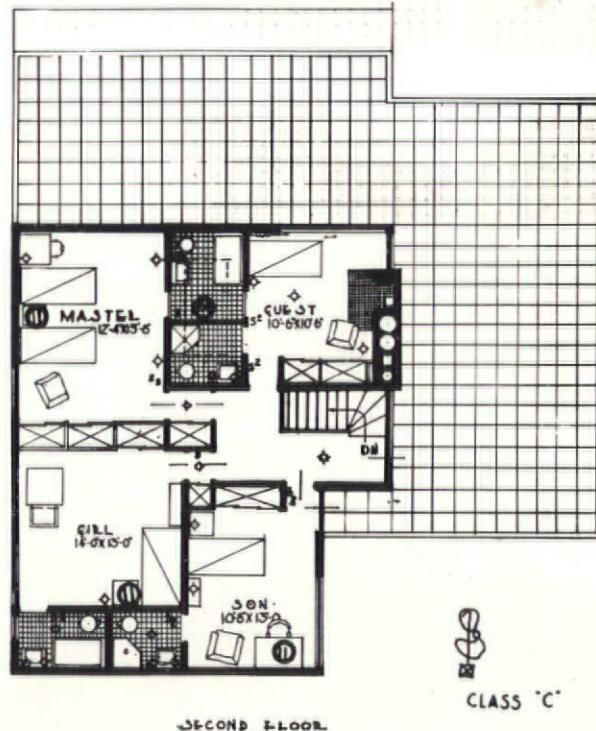
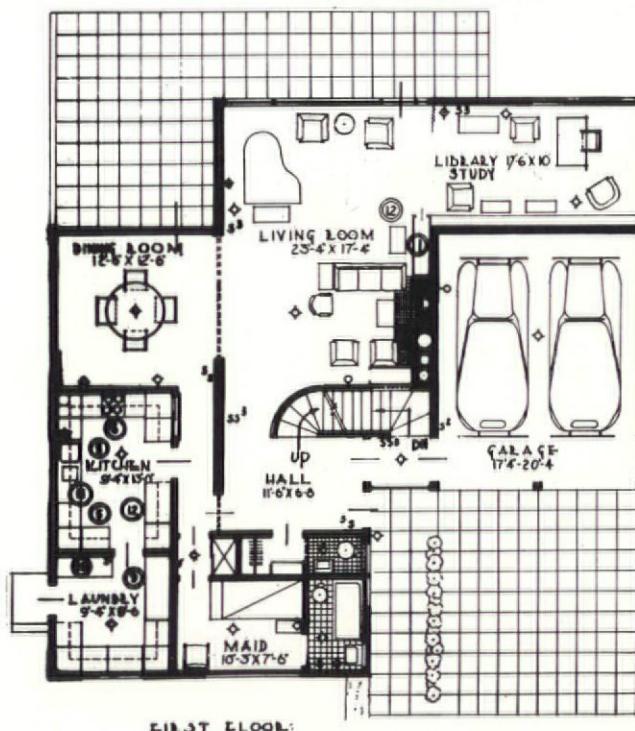
CUBAGE



SECTION



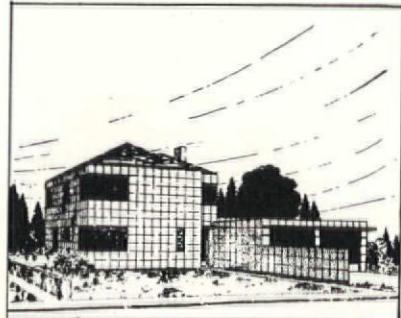
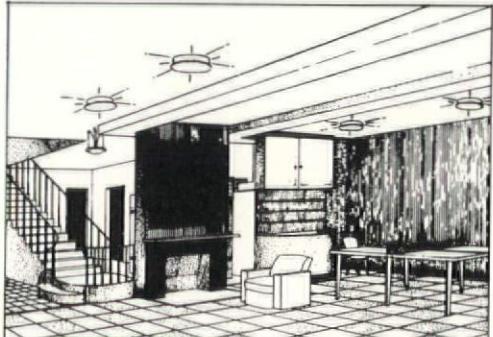
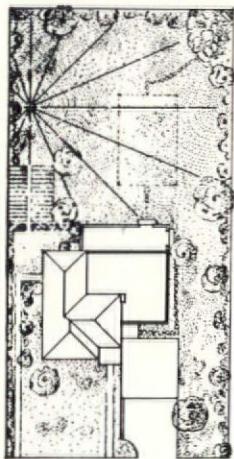
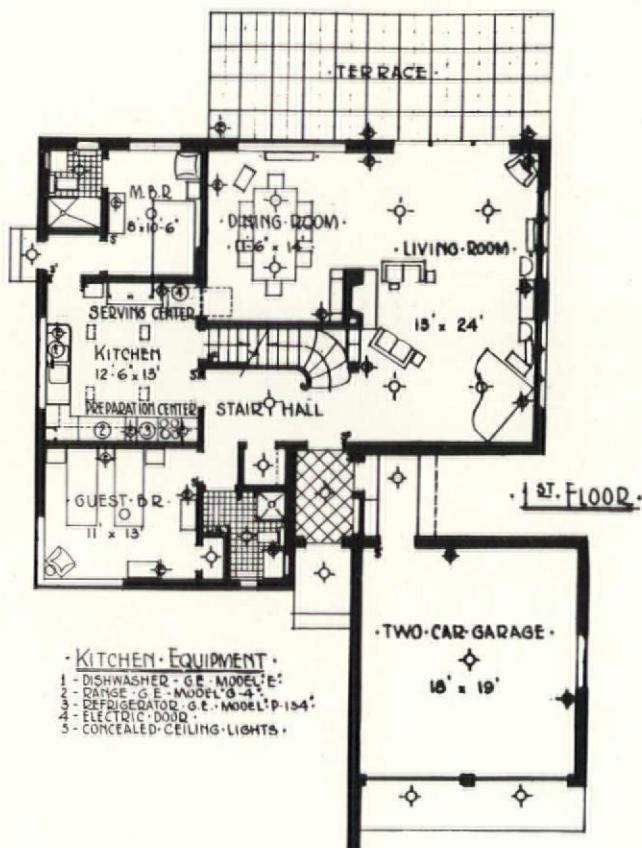
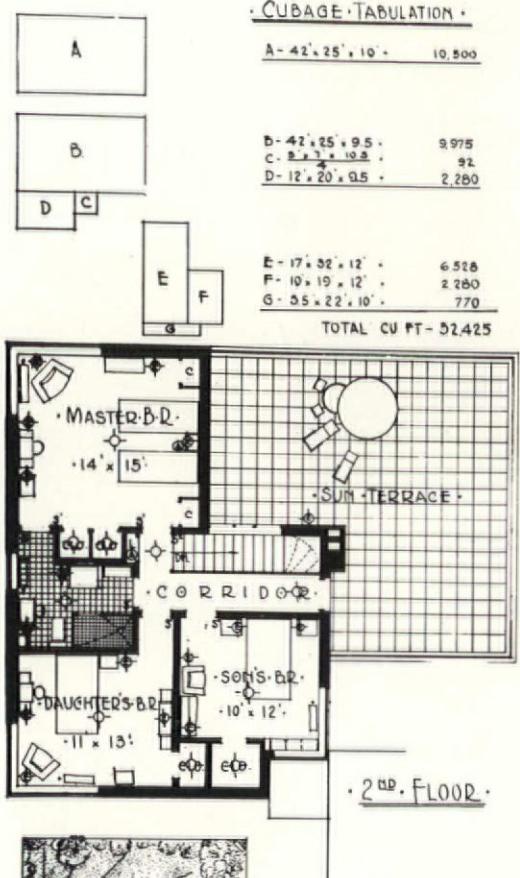
KITCHEN



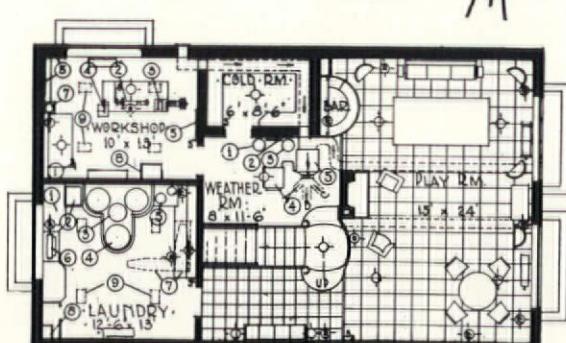
CLASS "C"

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"Service to the dining room through a secondary hall to avoid opening directly on the kitchen. A sliding partition to serving table in kitchen saves maid from going back into the kitchen . . . location of the fireplace serves two rooms, both the dining room and the living room . . . wood closet is shielded by means of a sliding door from the back stair, thus avoiding carrying wood through the living room . . . The closet for bridge tables next to the fireplace is centrally located . . . The guest room has a multitude of uses.

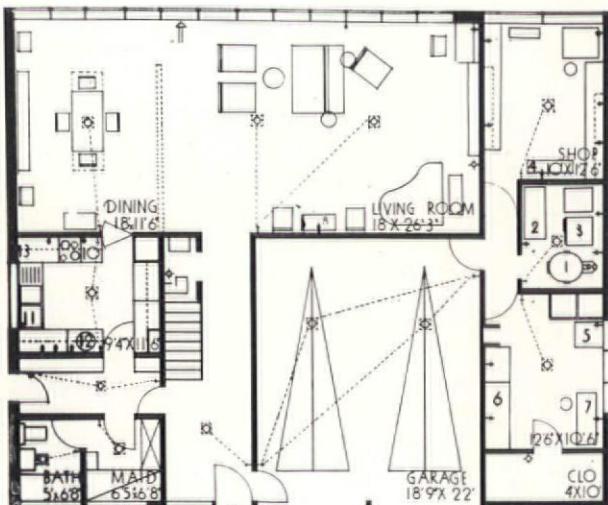


- WORKSHOP EQUIPMENT**
- 1 - WORKBENCH & VICE
 - 2 - LATHE
 - 3 - CIRCULAR SAW
 - 4 - CANDAW
 - 5 - TOOLS PAINTS
 - 6 - TOOL DACKS & SHELVES
 - 7 - GLUE POT
 - 8 - SCRAB BOX
 - 9 - RECESSED CEILING LIGHTS
- LAUNDRY EQUIPMENT**
- 1 - DACK (ABOVE)
 - 2 - SINK
 - 3 - WASHER
 - 4 - WASHER
 - 5 - STERILIZER
 - 6 - IRONING BOARD
 - 7 - CHUTE
 - 8 - RECESSED CEILING LIGHTS
- WEATHER-RM. EQUIPMENT**
- 1 - WATER PUMP
 - 2 - SWITCHBOARDS
 - 3 - WATER-SOFTENER & FILTER
 - 4 - BOILER
 - 5 - HEAT EXCHANGER & HUMIDIFIER

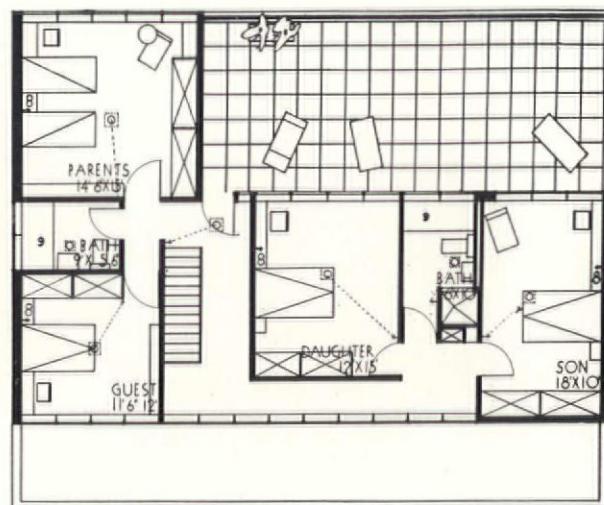


In this plan the guest room and bath are put on the first floor and so arranged that the bath also functions as a downstairs lavatory. This again allows the entire roof of the living and dining space to be used as a recreation terrace. Most unusual feature is the arrangement of the kitchen which is divided into two separate parts, one for preparation and one for serving. These are connected by the cleaning part of the kitchen's function. Bedrooms are especially noteworthy for the careful study of furnishing.

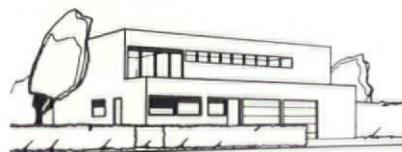
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



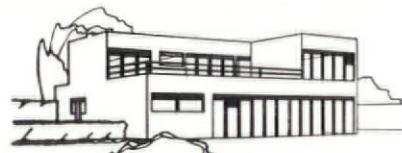
GROUND FLOOR



FIRST FLOOR



N E CORNER



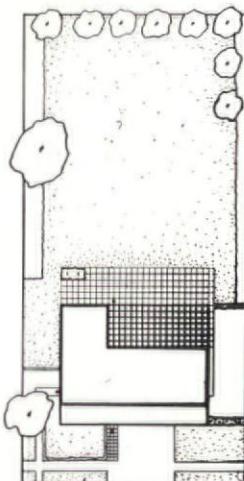
S W CORNER

LEGEND

- 1 GE OIL FURNACE LA-5
- 2 GE CONDENSER CM-BW
- 3 GE AIR CONDITIONER AA-3
- 4 GE WORKSHOP
- 5 GE WASHER AW-25
- 6 GE DRYER AD-1
- 7 GE IRONER AF-10
- 8 GE RADIO M 107-M 40
- 9 GE SUNLAMP BM-1 BUILT IN
- 10 GE RANGE GI-1
- 11 GE DISHWASHER D
- 12 GE REFRIGERATOR
- 13 GE WALL VENTILATING FAN
- 14 GE CLOCKS ABIF60B

PLOT PLAN

N
SCALE 1/16" = 10'



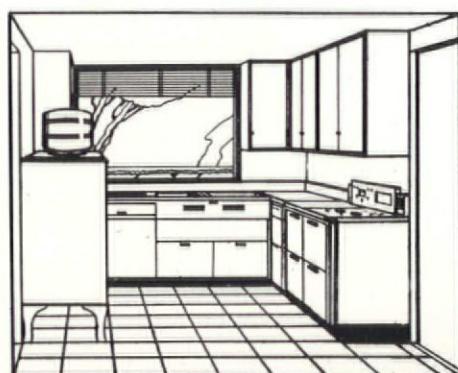
CUBAGE



A	40 X 50 X 10	- 20000
B	14.5 X 16 X 9.5	- 2204
C	19 X 50 X 9.5	- 9025
<u>TOTAL - 31229 CU FT</u>		

MORE THAN 10 % LESS THAN THE ALLOWABLE

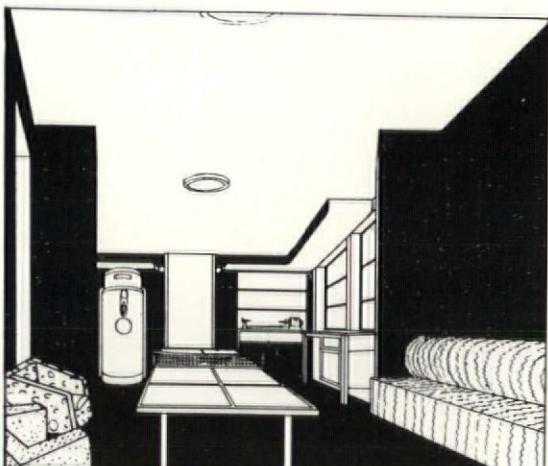
G E ELECTRIC KITCHEN



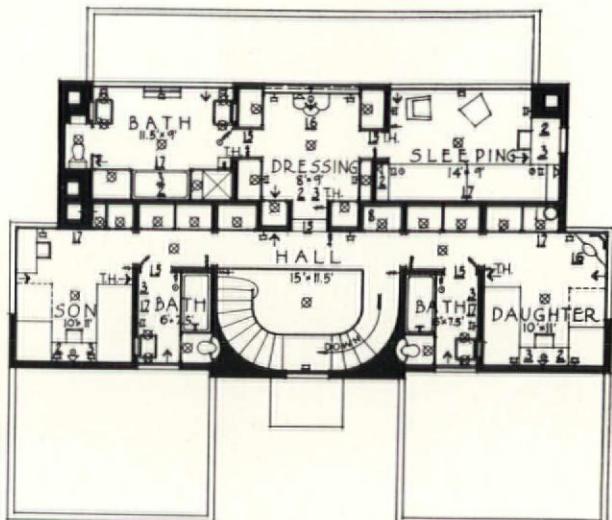
CLASS C

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"In this design all servants', as well as living and dining rooms, which can be thrown together, are kept on the ground floor. Four bedrooms and a terrace comprise the upper floor while amply providing every adjunct for modern living. The cubage is 3,771 cu.ft.—more than 10 per cent under the maximum. The simple modern is in keeping with the advanced tastes of the clients and takes advantage of the possibilities of modern construction and planning."



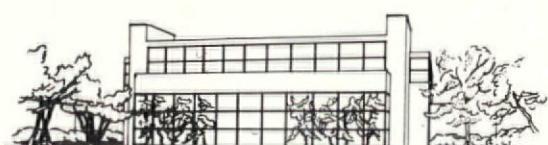
GAME ROOM



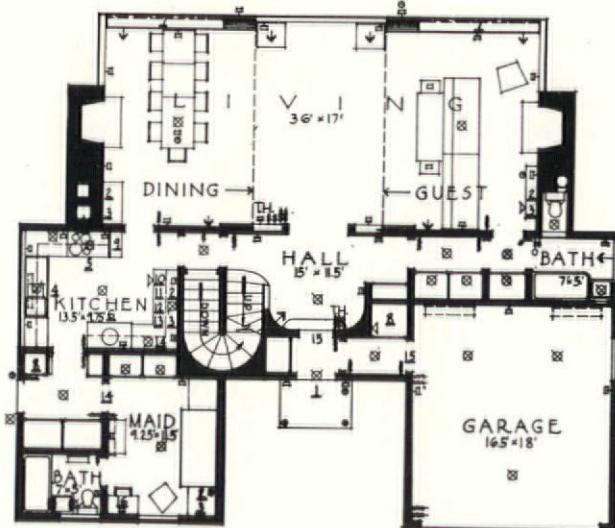
SECOND FLOOR PLAN



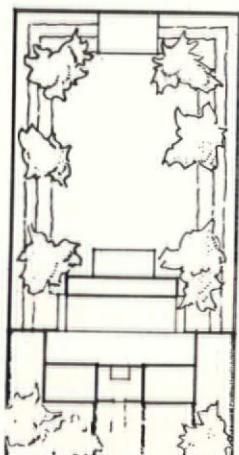
NORTH



SOUTH



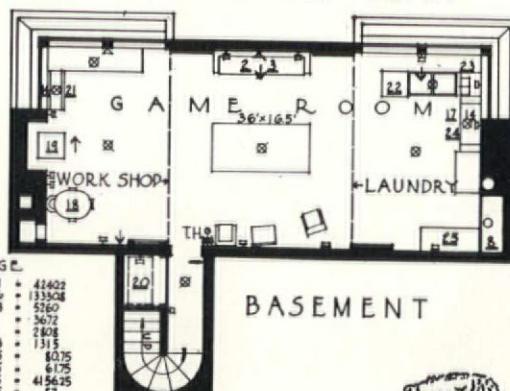
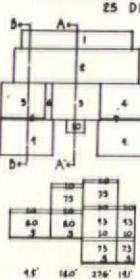
FIRST FLOOR PLAN



PLOT PLAN

GENERAL ELECTRIC EQUIPMENT

- 1 ILLUMINATED NO. 13 PERCOLATOR.
- 2 CLOCK. 14 FAN.
- 3 RADIO. 15 NIGHTLIGHT.
- 4 DISHWASHER. 16 HAIR CURLER.
- 5 RANGE. 17 SUNLAMP.
- 6 REFRIGERATOR. 18 OIL FURNACE.
- 7 PLANT LIGHTS. 19 AIR CONDITIONER.
- 8 VACUUM CLEANER. 20 COMPRESSOR.
- 9 BELL TRANSFORMER. 21 WORK SHOP.
- 10 TOASTER. 22 WASHER.
- 11 EGG COOKER. 23 FLAT PLATE.
- 12 WAFFLE IRON. 24 IRONER.
- 13 DRYER.

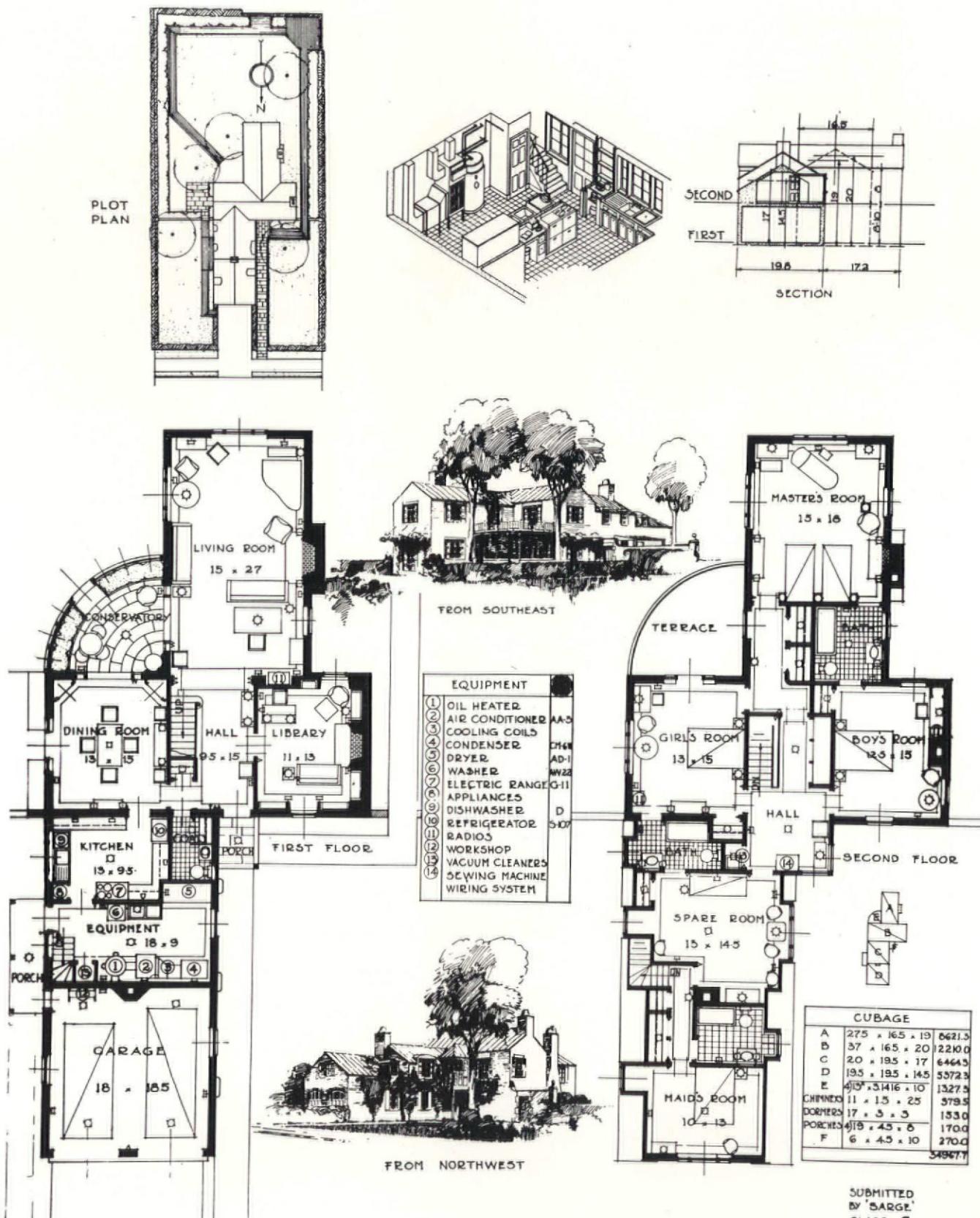


BASEMENT


CLASS C

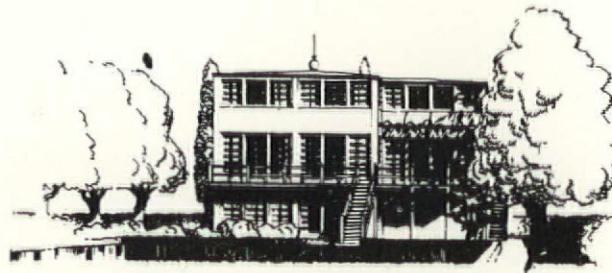
"There are two basic ideas in this house. The first is to project a garden into the living quarters and the second to give flexibility of space to meet various demands of living. To carry out the first idea, the entire southern façade is glazed with thermopane and in some cases double sash with a narrow conservatory between. Plant lights shining up illuminate the ceiling and give a soft light to the living room and to the upstairs dressing room . . . The exterior is designed for prefabricated slab units with some planes painted white and some a dark warm gray."

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT

"This scheme is an effort to depart from a square plan. This arrangement develops a front entrance garden and a southeast private lawn with its flower beds. Living and dining rooms are two separate units, linked by a conservatory which should lend character to the general interior. The library, decidedly apart from the circulating units of the house, is to be used as a retiring room or study. . . . The second floor places the master and mistress at the head of the house with the children on either side within easy reach. They have adjoining bathrooms."



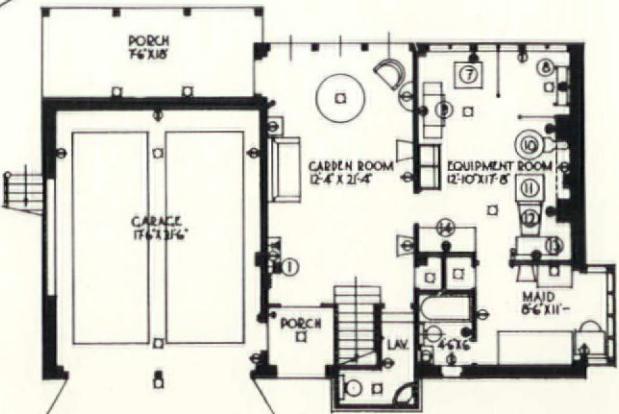
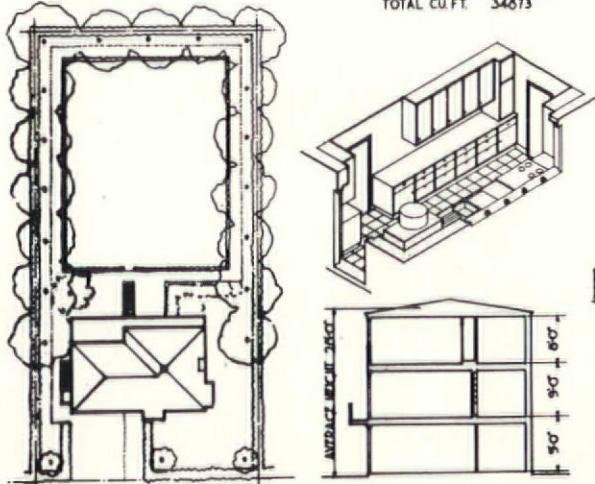
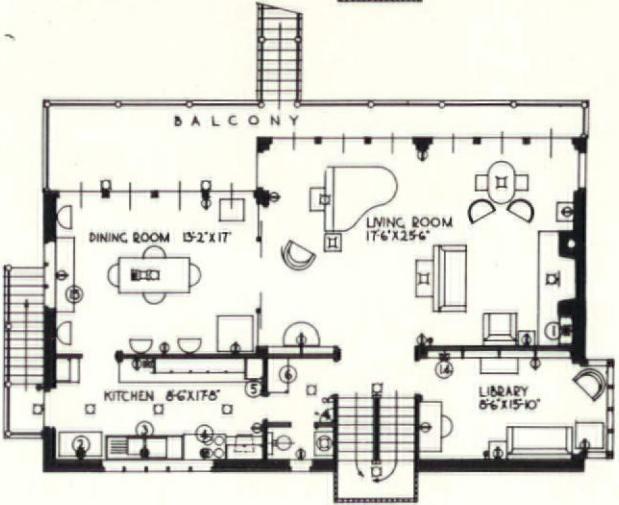
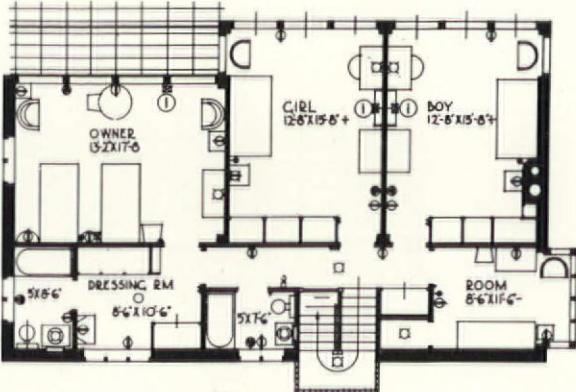
DINING ROOM BLOCK	
LIVING	18' X 23'5" X 25'
LIBRARY BAY	27'5" X 26' X 25'
STAIR BAY	2'5" X 6'3" X 27'
PORCH	2'8" X 7'4" X 27'
CHIMNEY	7'5" X 8'5" X 10 X 25'
	2'5" X 3'8" X 35'
TOTAL CU. FT. 34873	

11644
21560
561
537
347
34

EQUIPMENT MADE BY THE GENERAL ELECTRIC CO.

- 1 RADIOS
- 2 REFRIGERATOR
- 3 DISHWASHER ETC
- 4 RANGE
- 5 MIXER CABINET
- 6 VACUUM CLEANER ETC.
- 7 WASHER

- 8 HOME WORKSHOP
- 9 IRONER
- 10 OIL FURNACE
- 11 AIR CONDITIONER
- 12 COOLING COILS
- 13 CONDENSING UNIT
- 14 DRYER
- 15 APPLIANCES



SUBMITTED BY...
12815
IN CLASS 'C'

"No matter how much prettifying is done a basement is not a living space. Hence to comply with the modern idea of using all possible space for living, this entire three story house is raised completely out of the ground, the basement becoming a series of rooms which can be presently used." The garden room through which one enters the house is a very charming introduction to an interior. It seems, however, that if the kitchen is to be on the second floor, a dumb-waiter of some sort should be provided for packages and garbage disposal.

SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



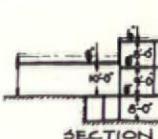
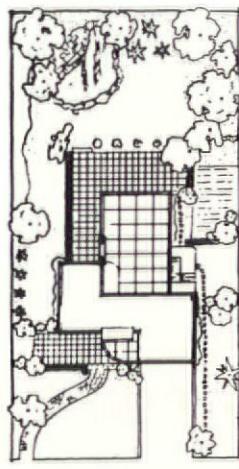
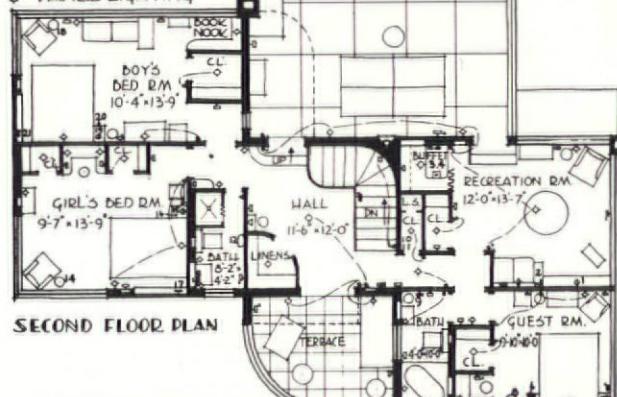
FROM NORTHEAST



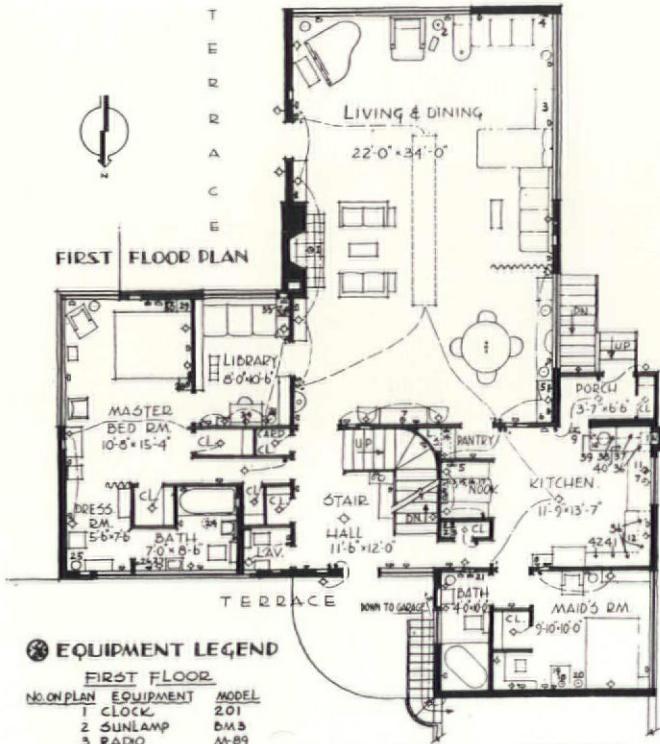
FROM SOUTHWEST

GENERAL LEGEND

- ⑥ CLOCK
- ⑦ CEILING OUTLET
- ⑧ CONVENIENCE OUTLET
- ⑨ HOT POINT
- ⑩ WALL BRACKET OUTLET
- ⑪ WALL FAN
- ⑫ SWITCH
- ⑬ TELEPHONE
- ⑭ INCINERATOR
- ⑮ LAUNDRY CHUTE
- ⑯ SERVICE SINK
- ⑰ SWITCH
- ⑱ HOT (COLD) AIR DUCT
- ⑲ ALL NITE LIGHT
- ⑳ LIGHT TROUGH
- ㉑ PANEL LIGHTING



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



EQUIPMENT LEGEND

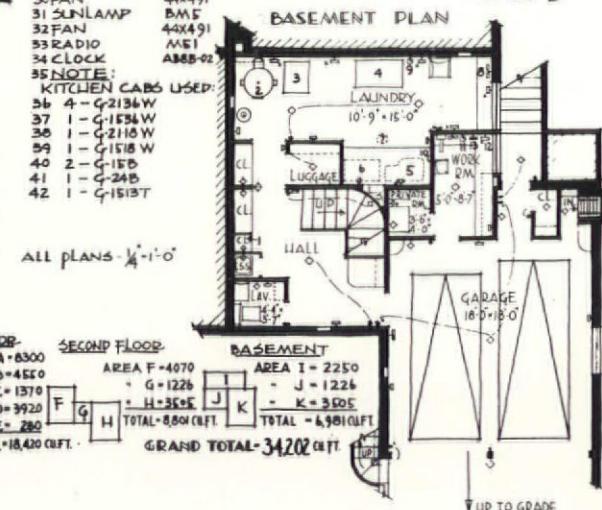
FIRST FLOOR

NO. ON PLAN	EQUIPMENT	MODEL
1	CLOCK	201
2	SUNLAMP	BMS
3	RADIO	M-89
4	FAN	44X491
5	FAN	44X491
6	URN SET	119579
7	CLOCK	A62F04
8	RADIO	M-40
9	FAN (VENT)	51X995
10	REFRIGERATOR	T-9
11	DISHWASHER	D5F
12	RANGE	G12
13	PERCOLATOR	119579
14	CHAFING DISH	129621
15	MIXER	49X582
16	WAFFLE IRON	1297183
17	TOASTER	119738
18	CLOCK	ABTF52
19	RADIO	M-40
20	SUNLAMP	DTC
21	CURLING IRON	1191L2
22	CLEANERS	{III-A
23		{AV-20
24	SUNLAMP	DTC
25	INFRARED LAMP	122
26	RAZOR SHARP.	305L7A
27	CURLING IRON	1191L2
28	CLOCK	ABTF54
29	RADIO	M-51
30	FAN	44X491
31	SUNLAMP	BMS
32	FAN	44X491
33	RADIO	M-51
34	CLOCK	ABTF54
35	NOTE:	
	KITCHEN CAB'S USED:	
36	4 - G-213W	
37	1 - G-153W	
38	1 - G-210W	
39	1 - G-151W	
40	2 - G-15B	
41	1 - G-24B	
42	1 - G-151BT	

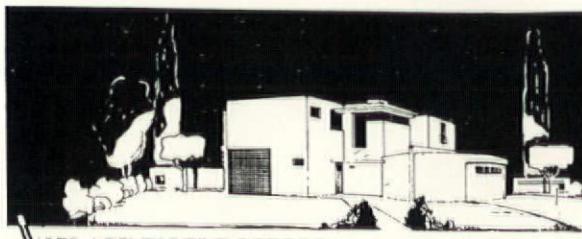
NO. ON PLAN	EQUIPMENT	MODEL
1	CLOCK	ABTF508
2	RADIO	M-51
3	MIXER	49X390
4	TWIN HOTPLATE	111D50
5	CLOCK	ABTF54
6	RADIO	M-40
7	FAN	55X164
8	SUNLAMP	DTC
9	CURLING IRON	1191L2
10	CLEANERS	{III-A
11	INFRA RED LAMP	IR2
12	CURLING IRON	1191L2
13	SUNLAMP	LMI
14	SUNLAMP	ABTF54
15	CLOCK	M-40
16	RADIO	55X164
17	FAN	LMI
18	SUNLAMP	ABT2A
19	CLOCK	M-40
20	RADIO	55X164
21	FAN	ABTF54

SUBMITTED BY

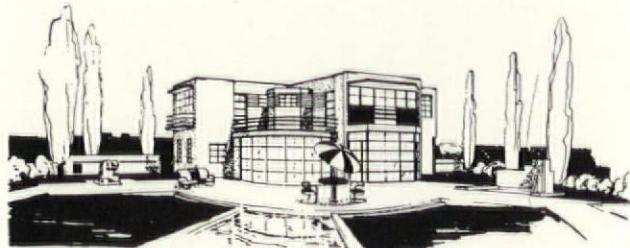
CLASS 'D'



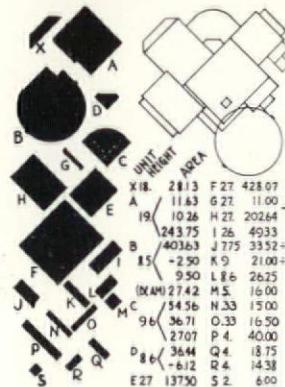
In this plan privacy for Mr. and Mrs. Bliss is assured by placing their bedroom on a ground floor in a wing by itself, separated from living and dining room by a small library which also is a study. This is a perfectly acceptable solution for a southern climate. Notice the fenestration of this bedroom which affords complete privacy from the terrace immediately adjoining. This arrangement has the still further advantage of reducing the required space on the second floor to the point where the entire roof over the living and dining room may be used as a recreation terrace.



VIEW FROM THE STREET.



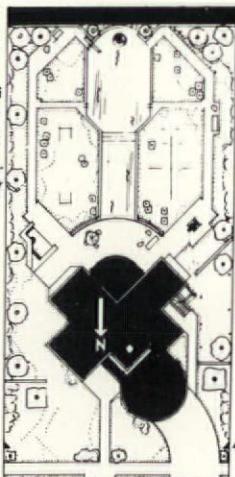
AND FROM THE GARDEN.



MANUFACTURED BY THE

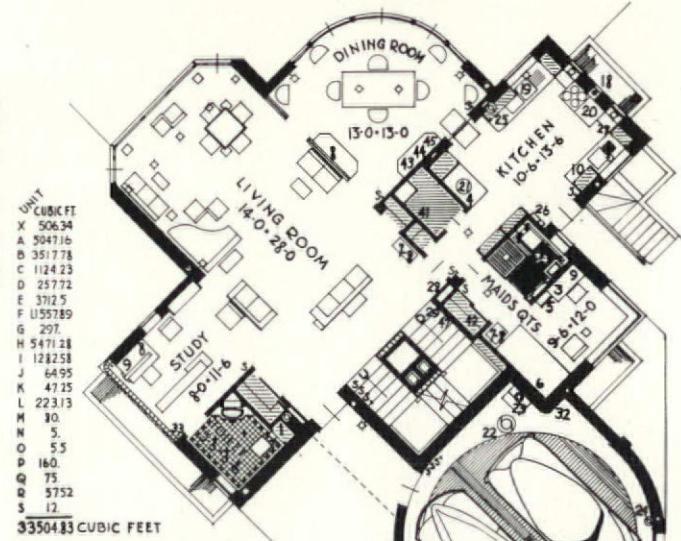
GENERAL ELECTRIC CO.

1 MOTOR OPERATING SLIDING CLOSET DOOR - 2 ROOM COOLER - 3 HAIR DRYER - 4 FAH - 5 PRESSING IRON - 6 BED LAMP - 7 RADIO - CLOCK - 9 DESK LAMP - 10 REFRIGERATOR - 11 AIR CONDITIONER - 12 GAS FURNACE - 13 GLASS WASHER - 14 CONDENSING UNIT - 15 WASHER - 16 DRYER - 17 IRONER - 18 VENT FAN - 19 DISH WASHER - 20 RANGE - 21 REFRIGERATOR - 22 MOTOR OPERATING TURB HEATER - 24 MOTOR OPERATING DOOR - 25 MOTOR OPERATING AUTOMATIC DOORS - 26 ELEC. CABINET & BUZZERS - 27 ELEC OUTLETS FOR PERCOLATOR, CHAFING DISH, TOASTER, WAFFLE IRON, HOT PLATE ETC. 28 THERMAL CONTROL - 29 THEATRE DIMMER - 30 GE WORKSHOP - 31 SUN-LAMP - 32 PORTABLE LIGHT - 33 TUBULAR LAMPS - 34 HEADLITE HEATER - 35 INFRA-RED LAMP - 36 COFFEE MAKER - 37 BENCH GRINDER - 38 SOLDERING IRON - 39 GLUE POT - 40 SEWING MACHINE - 41 VACUUM CLEANER - 42 HEATING PAD - 43 PERCOLATOR - 44 CHAFING DISH - 45 TOASTER - 46 DISC STOVE - 47 HUMIDISTAT - 48 FLOODS.

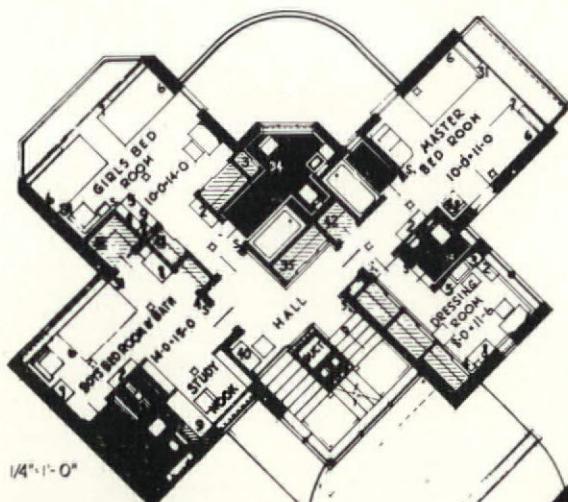


MANY OF THE FOLLOWING ITEMS WERE OMITTED AS THEY WOULD UNDULY COMPLICATE THE DRAWINGS: SWITCHES, FLOOR & BASE OUTLETS, FAN OUTLETS, BUZZERS, ANNUNCIATORS, TELEPHONES, NIGHT LAMPS, CURLING IRONS, HEATING PARAS, CLEANERS & RAZORS, SHARPENERS, HEAT RAY LAMP, ETC.

PLOT PLAN



GROUND FLOOR
PLAN

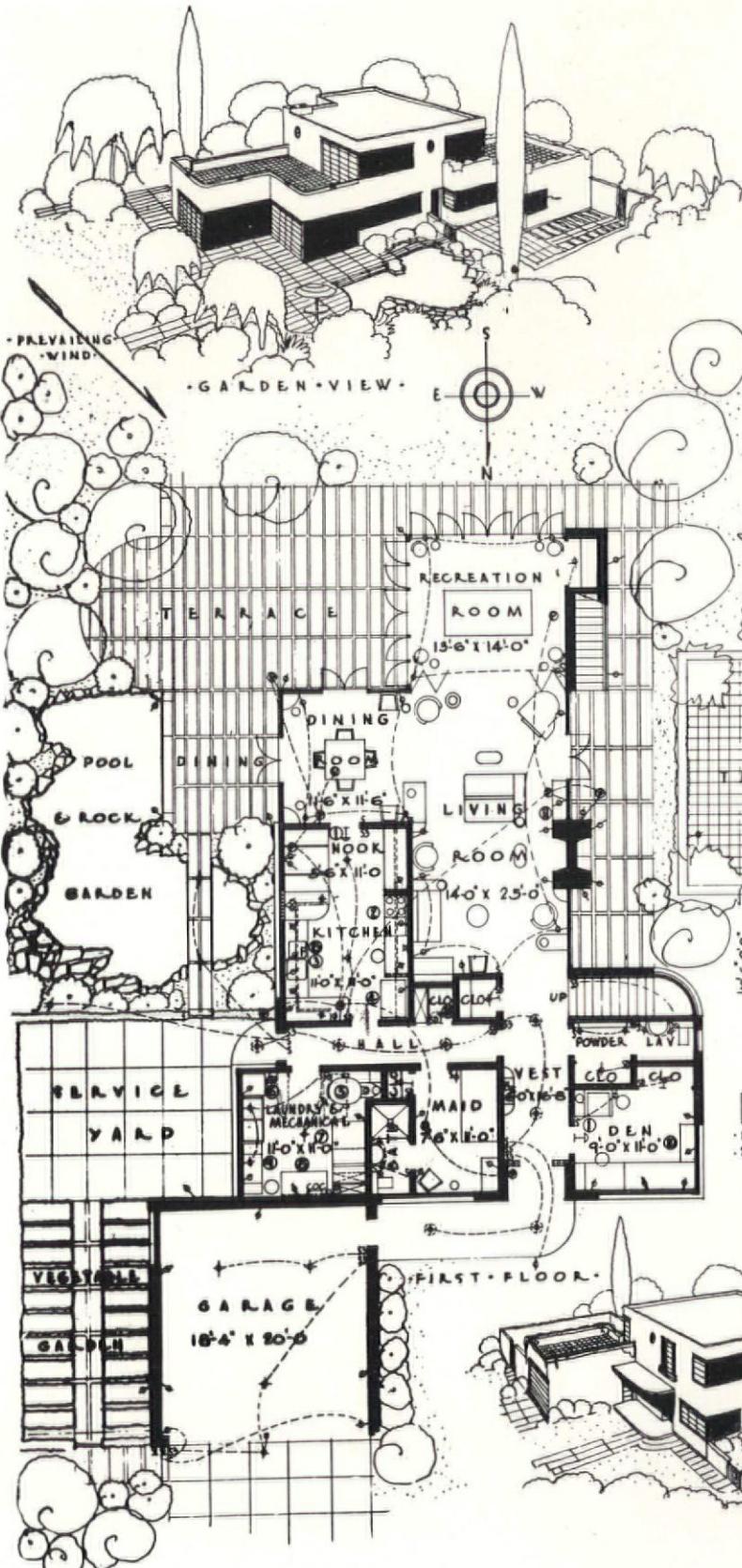


"In this home the preciseness and concision of Mr. Bliss' mechanical turn of mind is typified by the boldness of the street elevation. Inside is freedom aware of order. Joys that come from the freshness of clean air, large expanse of glass and a garden almost within the house. This is an attempt to provide the best possible orientation for all rooms and offers an ingenious solution of the difficulties involved in planning a house of this type on a small lot. The elevation has been carefully studied to provide the minimum amount of window toward the street."

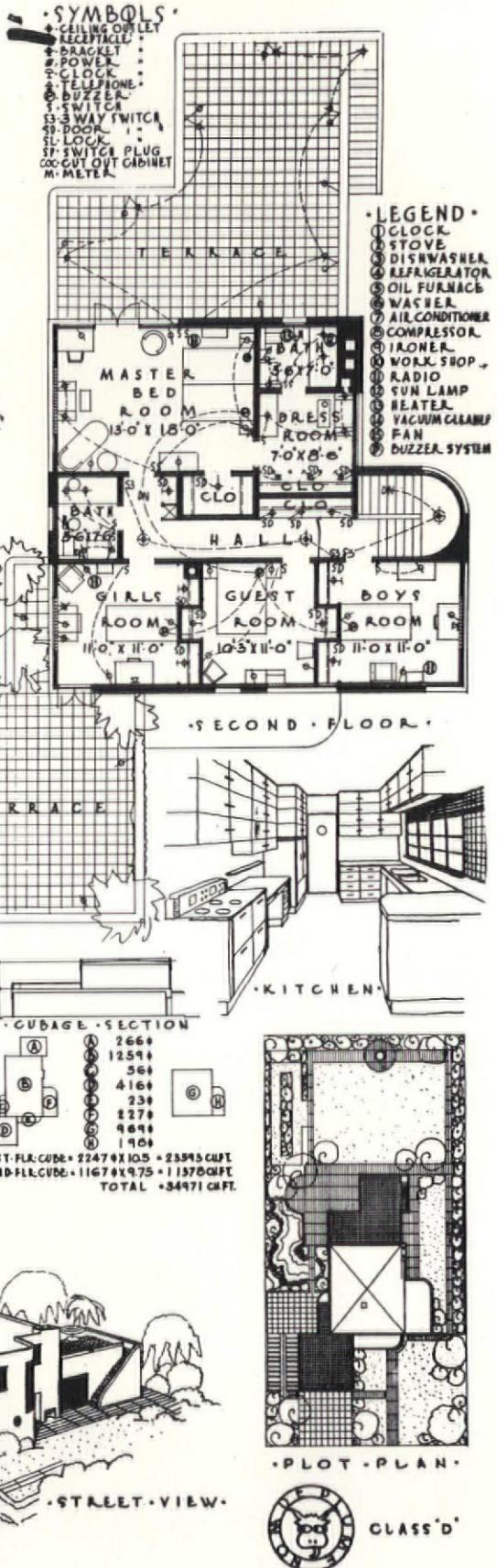
SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



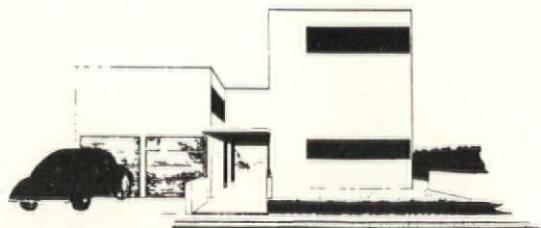
CLASS D



SCALE FLOOR PLANS
1/8" EQUALS ONE FOOT



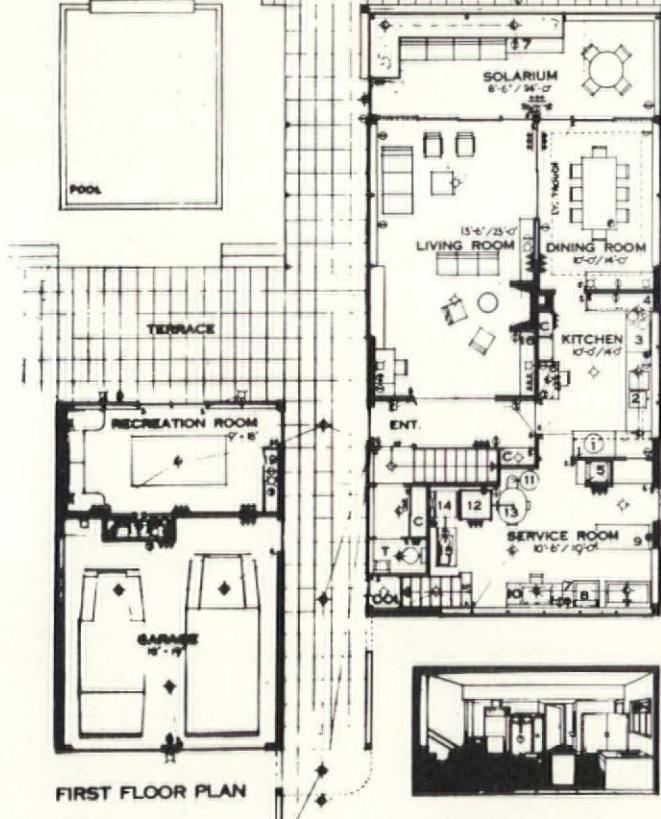
"There were two particular objectives in view in the design of this house: (1) living quarters so located as to give beauty, quietness and utility in the enjoyment of the owner's garden. For this reason the major rooms of the house are located in back of the plot; (2) to use as little as possible space for the service portion of the house . . . notice that the utilities are all grouped on the east front. The prevailing wind was assumed from the southeast. Hence, the kitchen, breakfast, dining room and openness of the living room face the east for more sunshine."



STREET VIEW

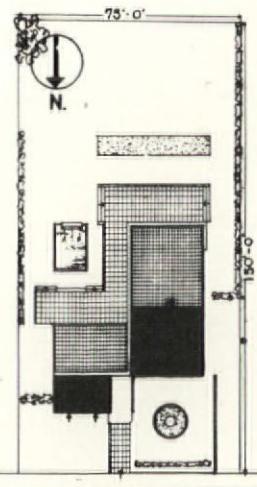


GARDEN VIEW



CLASS D MEDIUM HOME FOR SOUTHERN CLIMATE

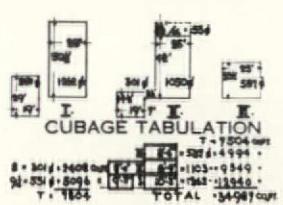
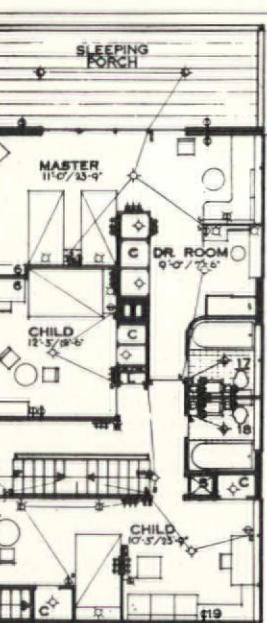
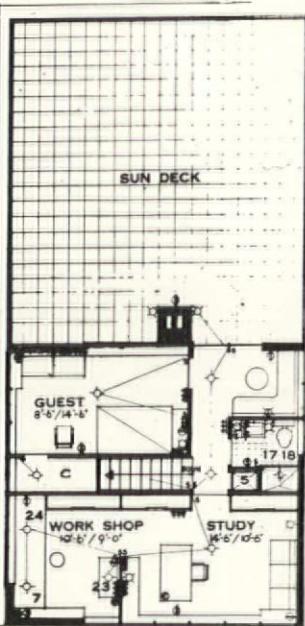
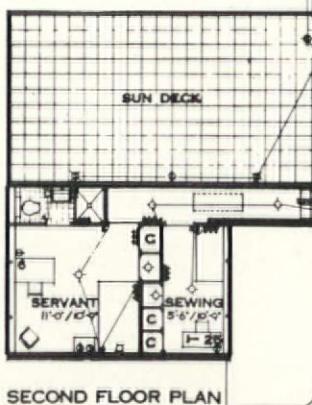
"The long axes of narrow blocks run north and south in order to give desirable east and west exposures for a Southern climate. They are joined by an over-bridged entrance canopy which projects toward the street toward the north. The glimpse beneath it of the garden and pool adds a warm note to the otherwise severe street facade, without however destroying privacy . . . The third floor has a penthouse character. Here for greater privacy are the master's large study and workshop to the north and east and the guest room and bath with a small sitting room off the large sun deck."



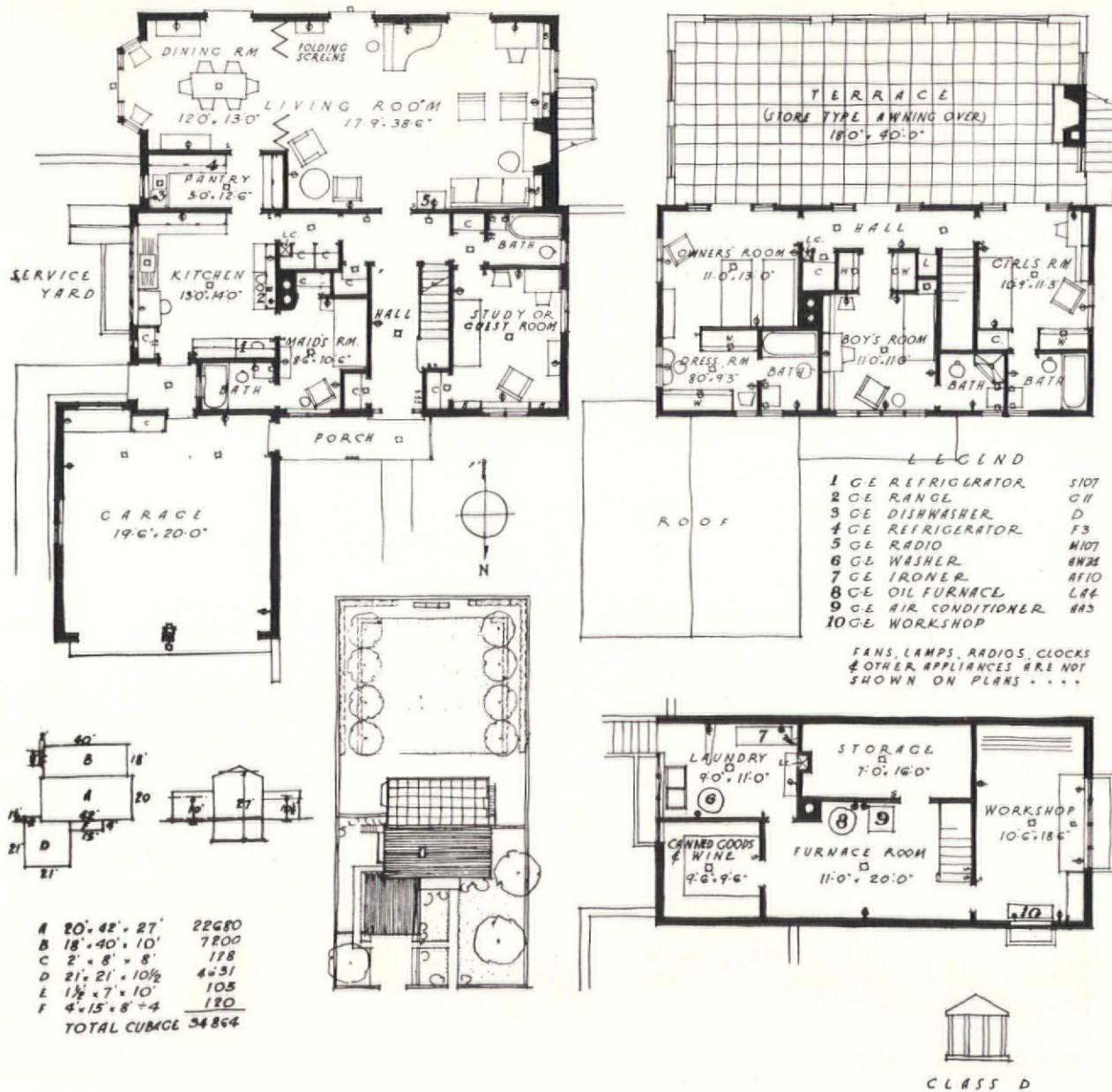
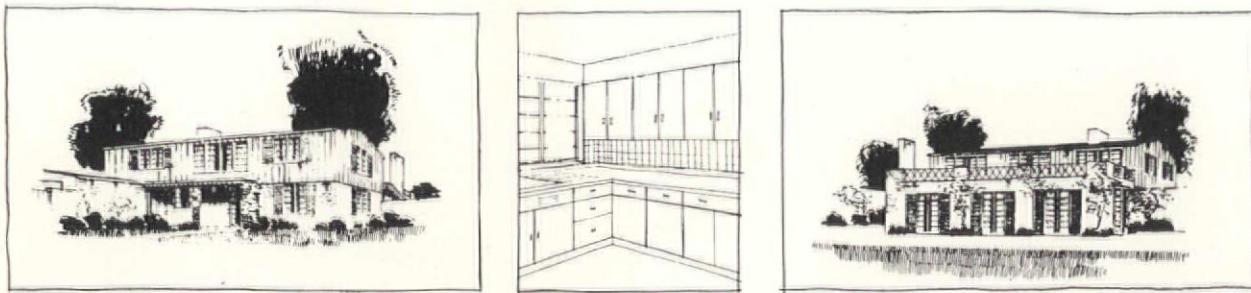
G. E. EQUIPMENT

- 1 REF. 5-107
- 2 DISHWASHER E
- 3 RANGE G-12
- 4 VENT FAN 5IX995
- 5 DUMBWAITER
- 6 RADIO L. S.
- 7 SUN LAMP CEIL
- 8 WASHER AW-25
- 9 DRYER AD-1
- 10 IRONER AF-10
- 11 H. W. STOR. T.
- 12 AIR CON. AA-3
- 13 OIL FURNACE LA-5
- 14 COOL COILS
- 15 COND. UNIT CM-BW
- 16 RADIO M-81
- 17 INFRA-RED LAMP CEIL
- 18 RAD. HEAT. IIIA44
- 19 RADIO M-61
- 20 RANGE G-10
- 21 REF. LK-1
- 22 DISHWASHER A
- 23 WORK SHOP
- 24 HOTPLATE 131052
- 25 SEWING MACHINE
HOTPOINT APPLIANCES
MIXER PERCOLATOR
TOASTER IRON
CLEANER CLOCKS

or 5' 10" 15'-0"



SCALE FLOOR PLANS
 $\frac{1}{16}$ " EQUALS ONE FOOT



SCALE FLOOR PLANS
1/16" EQUALS ONE FOOT

Another successful reconciliation of modern requirements of plan with an exterior resembling traditional form. Here this is accomplished by combining the study and guest room on the first floor with a bath so located that it may be used as a downstairs lavatory. The maid's room might be improved if the entrance were not through the kitchen, which is somewhat square for the type of arrangement shown. This plan, however, permits a compact second floor in which the entire roof over the living and dining rooms may be used as an open terrace with an awning over it.

MATERIALS: BRICK FOUNDATION WALLS AND CHIMNEY, BRICK VENEER EXTERIOR, STEEL FRAME, THIN CONC. SLAB FLOORS, STEEL SASH, COPPER ROOF.



- LAUNDRY -

- LEGEND -

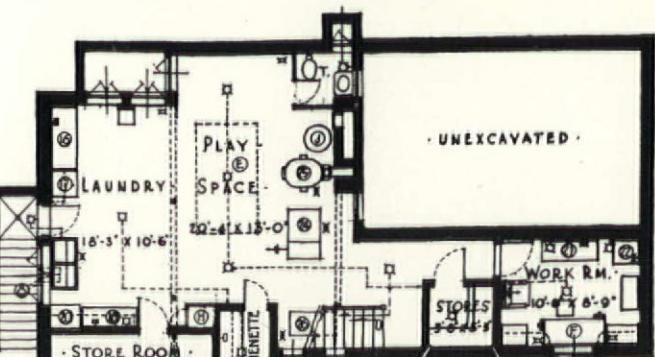
- ① CLOSET FOR FIREWOOD.
- ② CLOSET FOR CARD TABLES.
- ③ DESK AND DRAFTING BOARD.
- ④ DESK, SHELVES & SEAT, (SEAT CONVERTIBLE TO BED).
- ⑤ PING PONG TABLE.
- ⑥ TOOL BENCH.
- ⑦ CLOTHES CHUTE.
- ⑧ CLOTHES CRIB.
- ⑨ HOT WATER TANK.
- FUEL TANK UNDERGROUND.



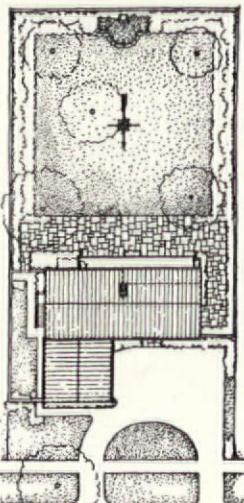
- VIEW FROM THE STREET -



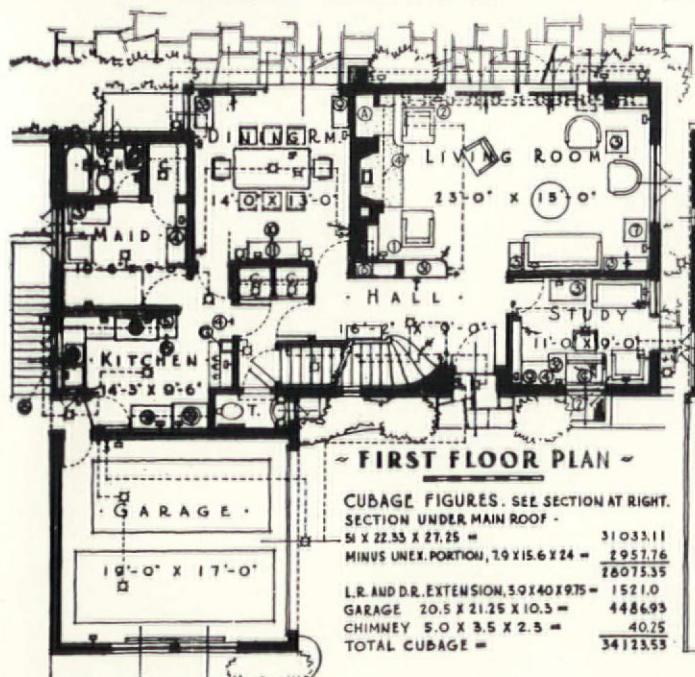
- VIEW FROM SOUTH EAST -



- BASEMENT PLAN -



- PLOT PLAN -



- FIRST FLOOR PLAN -

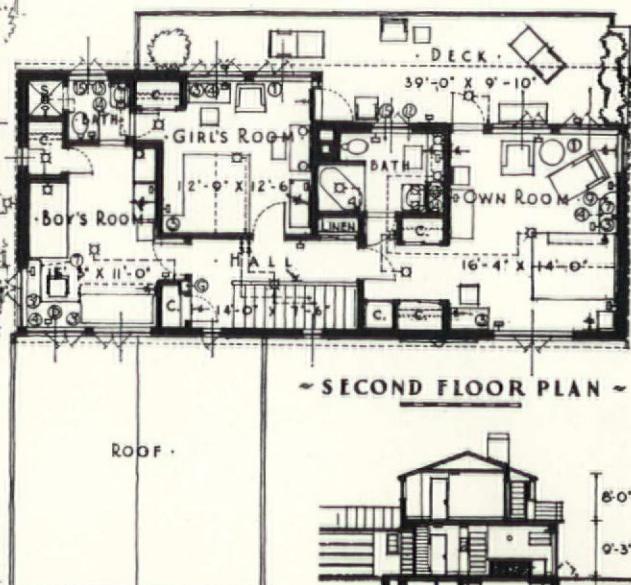
CUBAGE FIGURES. SEE SECTION AT RIGHT.
SECTION UNDER MAIN ROOF -
 $51 \times 22.55 \times 27.25 = 31033.11$
 $MINUS UNEX. PORTION, 7.9 \times 15.6 \times 24 = 2957.76$
 28075.35
L.R. AND D.R. EXTENSION, $3.0 \times 40 \times 9.75 = 1521.0$
GARAGE, $20.5 \times 21.25 \times 10.5 = 4486.93$
CHIMNEY, $5.0 \times 3.5 \times 2.5 = 40.25$
TOTAL CUBAGE = 34123.55

LOCATION: SOUTH CENTRAL
PART OF THE UNITED STATES.

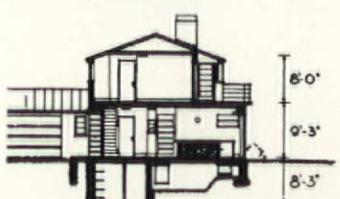
- ELECTRICAL APPLIANCES -

- ⑩ CEILING LIGHT, ⑪ WALL LIGHT, ⑫ BASE OR WALL PLUG T SWITCH
- ⑬ POINT SW., ⑭ DROP PLUG 1, FLOOR, SUN LAMP, 2, FLOOR LAMP,
- ⑮ TABLE LAMP, 4, CLOCK, 5, VACUUM CLEANER, 6, HAND VACUUM CLEANER, 7, RADIO, 8, BUILT-IN VENT FAN, 9, ELEC. FAN,
- 10, WAFFLE IRON, COFFEE MAKER, COOKER AND CHAFING DISH IN BUFFET, 11, URN SET, 12, INFRA-RED LAMP, 13, RAZOR BLADE SHARPENER, 14, IMMERSION HEATER FOR SHAVING, 15, SPOT HEATER, 16, CLOTHES DRYER (ADJ.), 17, WASHING MACHINE (AWLZ), 18, FLATPLATE IRONER (AF10), 19, SOLDERING IRON, 20, DISC STOVE 21, TURNING LATHE, 22, JIG SAW, 23, ELECTRIC IRON, 24, AIR CONDITIONER UNIT (AAS), 25, OIL FURNACE (LAS), 26, REFRIGERATOR COMPRESSOR FOR CONDITIONER, 27, IMPERIAL RANGE, 28, DISHWASHER SINK (MODEL D), 29, REFRIGERATOR (MODEL T-9), 30, MIXING MACHINE, 31, ELECTRICALLY HEATED AQUARIUM, 32, PENCIL SHARPENER, 33, TOASTER. —| COLD AIR RETURN.
- | HOT AIR TO ROOM.

—| HOT AIR TO ROOM.



- SECOND FLOOR PLAN -



- SECTION - PLUG
CLASS D

SCALE FLOOR PLANS
 $\frac{1}{8}$ " EQUALS ONE FOOT

This is another of the successful solutions in which it has been possible to get a deck terrace for the second floor by reserving this floor for the three family bedrooms and the two baths. The first floor plan would undoubtedly provide a successful interior for those who prefer a high degree of physical separation between living room and dining room. On the second floor the provision of a shower alone with a bathroom to be used by both a boy and a girl is perhaps unwise.

BETTER HOMES IN AMERICA

Report of the Jury in Annual Competition to "discover and call attention to the best small houses *actually constructed* and to stimulate interest in eliminating faulty design and construction."

THE Jury was struck with the fact that the plans were, with a few brilliant exceptions, congested and inadequately arranged, particularly as to circulation. The Jury would urge the necessity of paying particular attention to the use and distribution of space before considering details of appearance. It feels justified in taking this opportunity to state the conviction that it is impossible to arrive at a satisfactory appearance in architecture except on the basis of excellent correlation of internal parts.

The William Beard house at Altadena, California, by Richard J. Neutra, which was given the Gold Medal is an admirable instance of the complete correlation of function both internally, in the relation of parts and the circulation between them, and externally in relation to orientation and climatic requirements. Furthermore, this design is a serious study in which structure and mechanical equipment admirably express the space composition conceived as a satisfactory environment for a given set of living conditions. The Jury felt that this design was more satisfactory than the residence of Mr. and Mrs. Nathan Kobllick by the same architect because of a more realistic distribution of glass and light interrupting substances in relation to the points of the compass and the internal arrangement of the rooms. It is, of course, largely a question of personal taste how much light may be considered adequate and desirable and how much excessive.

It was, however, the Jury's opinion in the case of the Kobllick house, in every other respect admirably arranged and proportioned, that the enormous expanse of glass to the west was carrying the idea of open space composition somewhat further than practical limitations justify. Some members of the Jury also felt that in a house conceived so openly it was perhaps a mistake to have one of the bedrooms unprovided with cross-ventilation. However, in view of the sound technical, economic and architectural qualities of the work as a whole, the Jury felt it was discussing degrees of excellence as between the residence of Mr. Beard and of Mr. and Mrs. Kobllick, and in no sense criticizing either one from any fundamental standpoint.

These two houses in Group I Class A, together with Mr. Neutra's residence for Mr. and Mrs. Ernest Mosk in Group I Class B, stand out pre-eminently as examples of a serious and informed effort to solve the problem of American life in a given locality and under given conditions. Furthermore, a variety of materials and mechanical devices is employed with superlative skill to form compositions based on the contemporary conception of space as contained in our whole philosophy, science and way of living.

Concerning the other designs which received mentions in Group I Class B, the Jury felt that the examples selected for premiation showed a grasp of the importance of simplicity of arrangement in plan which is the foundation of the

expression of external appearance. The house at Freeport, Long Island, by Reinhard M. Bischoff is particularly well planned from the point of view of circulation. No space is wasted in unnecessary halls but immediate access to the front door is possible from the kitchen through the dining room, an arrangement which makes for satisfactory living. The location of the maid's quarters over the garage with a separate access stair is also admirable. The rooms are adequate in size and well exposed, lighted and ventilated. The difficulties involved in planning so small a house have been somewhat lessened by the provision of only one bathroom for three master's bedrooms on the second floor. Since, however, such an arrangement might well be in accordance with the requirements of the owner, the Jury did not feel that it should be a subject of serious criticism.

The house in Columbus, Ohio, Pettit & Oman, architects, is less well arranged from the point of view of circulation; the circuitous route from the kitchen through a hall and the living room is a defect. Otherwise the arrangement of the parts is admirable. In the case of Royal Barry Wills' design, the Jury felt that an otherwise excellent plan on a very small scale was marred by the insistence on a direct communication from the kitchen to the front door. In a house of so reduced a size every inch of available space should be made use of, and the approach from the kitchen to the front door through the dining room is sufficiently direct and undisturbing for all practical purposes. Otherwise, the house is an excellent example of the simple American residence. In all three cases the simple and practical distribution and utilization of space leads to a simple and comprehensible exterior marked by dignity and distinction.

In Group I Class C, two-story houses, the Jury felt that none of the designs submitted fulfilled the conditions implied in the above discussion.

In Group II, semi-detached houses, there were no submissions.

In Group III, two-family houses, the Jury felt that none of the designs merited a mention.

In Group IV, row housing, a mention was awarded to the group of row-houses in Chatham Village, Pittsburgh, Pa., by Ingham & Boyd, Stein & Wright, consultants. This group is admirably planned both from the point of view of adaptation to the site and of the arrangement of individual units. The exterior is again dignified and distinguished as a result of a sound understanding of the distribution and use of internal spaces.

ROGER H. BULLARD

GEORGE HOWE

HARRY T. LINDEBERG

KENNETH K. STOWELL

JOSEPH HUDNUT

Chairman



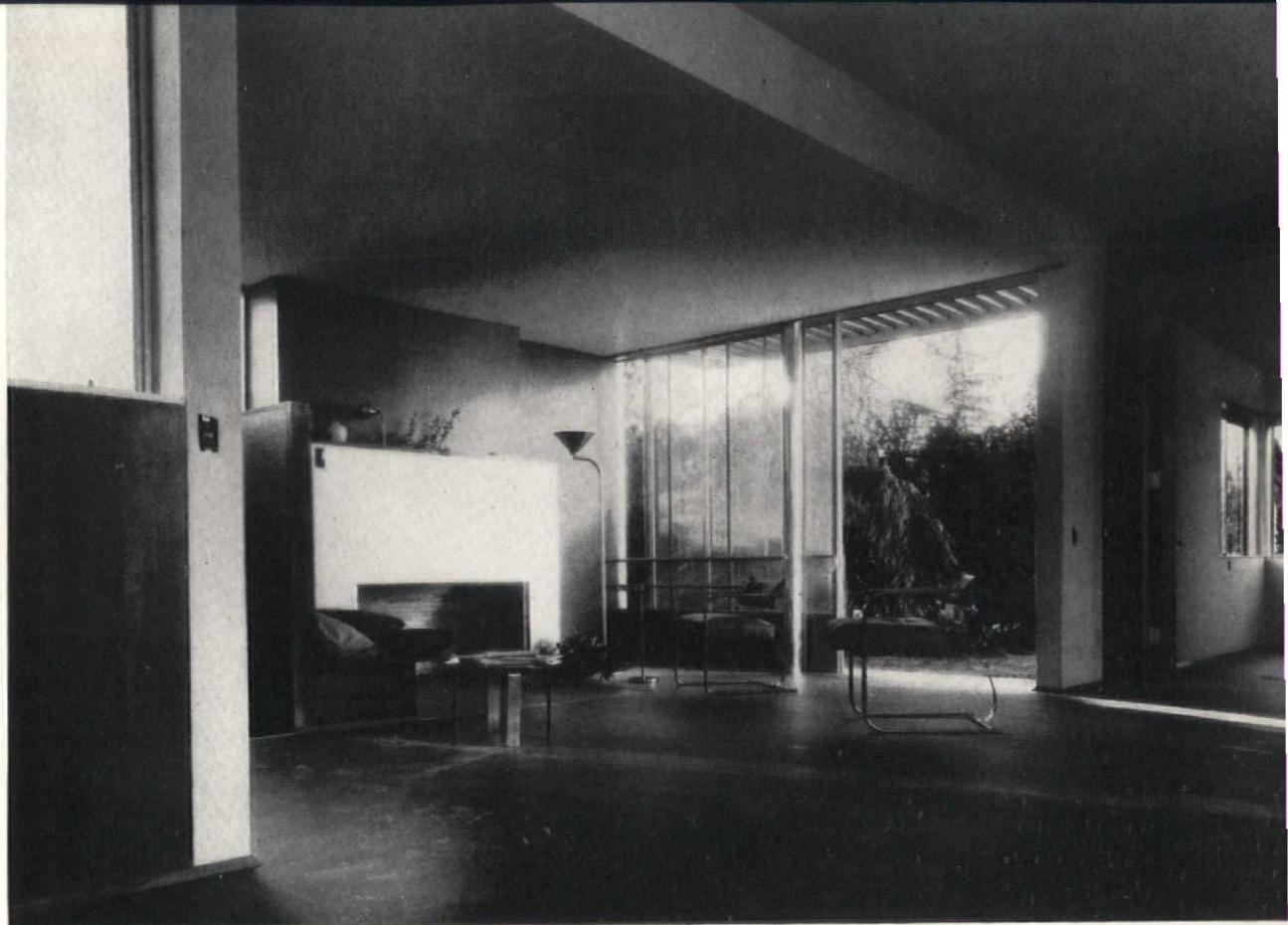
GOLD MEDAL AWARD

RESIDENCE OF WILLIAM BEARD

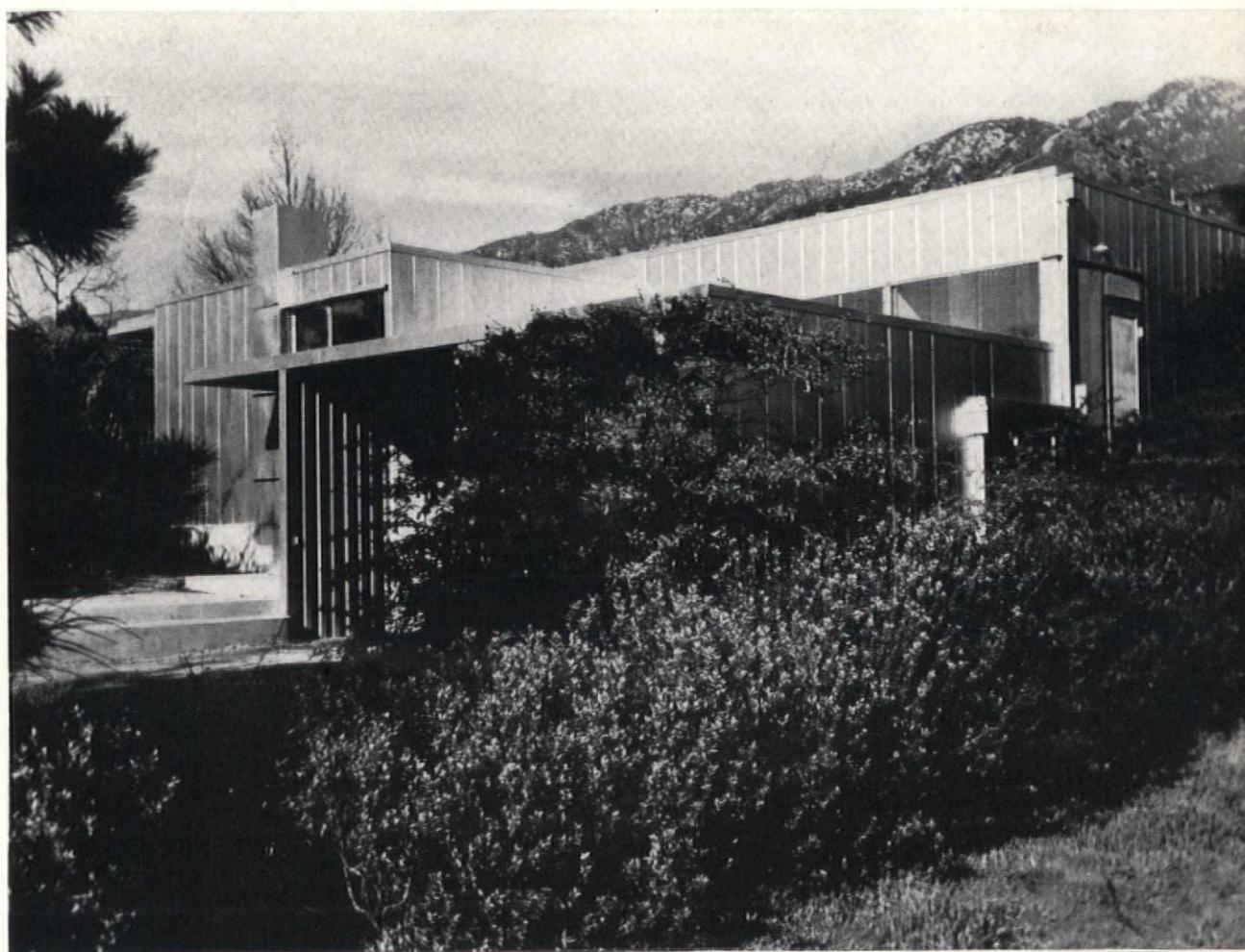
ALTADENA, CALIFORNIA

RICHARD J. NEUTRA, ARCHITECT

Built principally of steel, this house, with its horizontally sliding windows, can be almost completely opened to the mild California climate. When the weather is too hot and the windows are closed the steel walls, as might not be expected, have a cooling effect. This is accomplished by placing small intakes at the bottom of the cellular wall units where they are exposed to the sun. As the outer surface warms up convection currents are set up which carry heat away from the inner wall surfaces. The interior partitions are covered with a special wallboard with an interlocking joint that obviates the use of nails for fastening. All hardware, column casings, registers, etc., are chromium plated. The mantel is of bright aluminum which acts in some degree as a radiator.



LOOKING TOWARD FIREPLACE



NORTH WINDOW IN LIVING ROOM

The construction of this house is as unusual as its plan. The basic principle has been to use prefabricated units wherever possible. These were selected with an eye to their adaptability to other than purely structural purposes. Thus, as already noted, the cellular wall units act as a part of the air conditioning scheme.

These cellular steel wall units are set in a groove in the concrete footing. This groove is later grouted with a waterproof cement. As a result the individual sections act as vertical cantilevers and are capable of resistance to lateral stresses set up by either strong winds or earthquake. Sections fit into each other with a male and female joint. This joint is then caulked with oakum and an elastic calking compound forced into place with a calking gun. Lintels are formed of similar sheet steel elements traversed and connected by $\frac{3}{4}$ in. round steel rods running through specially punched holes. These are used to take care of tension stresses in the bottom of the girders so created and combine the sections for compression stresses.

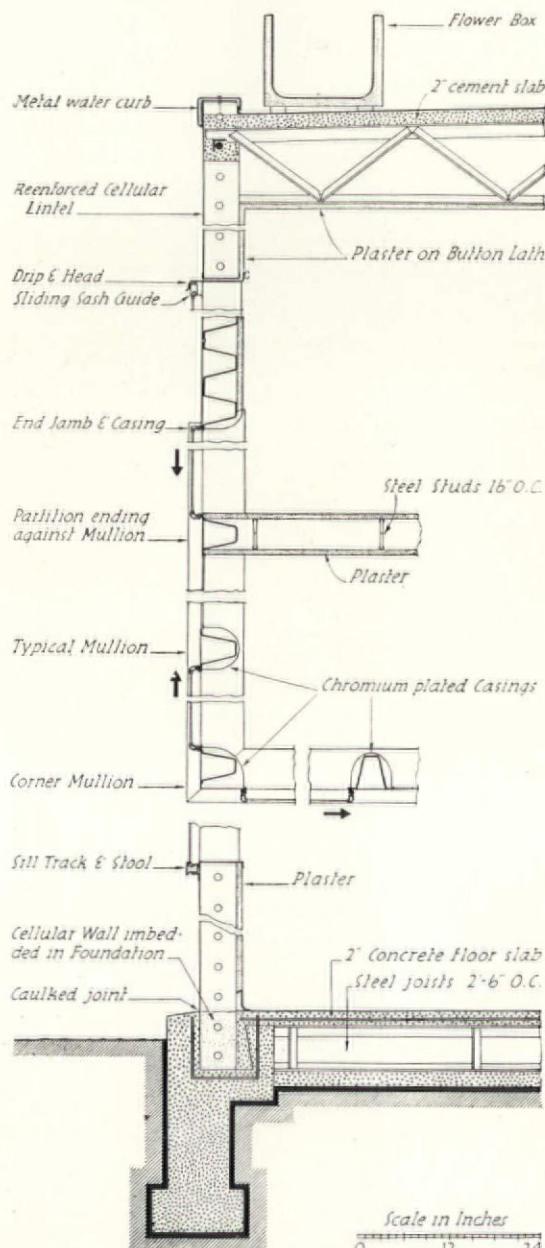
The entire ground floor is a double shell, 12 in. in depth. Its upper slab, carried by crossbraced open web steel channel studs, is cast in a special diatomaceous cement integrally waxed and colored. The space between this and the lower slab is used as a plenum chamber for the novel heating system.

This is a variation of the "strahlungswärme" type. Warmed air is blown into the plenum chamber. As the diatomaceous cement has a considerable power of heat absorption the entire floor warms up and acts as a low temperature radiating panel. After it has served this purpose, retarded convection currents carry the air into the vertical channels of the cellular wall units and cut down heat losses through the walls. Such a system is not necessarily limited in its application to climates similar to that of southern California, but may be used, at least in principle, in less temperate zones. If desirable, the same plenum could be used in warm weather as a cooling element by simply introducing air precooled rather than preheated. This would supplement the natural system already described.

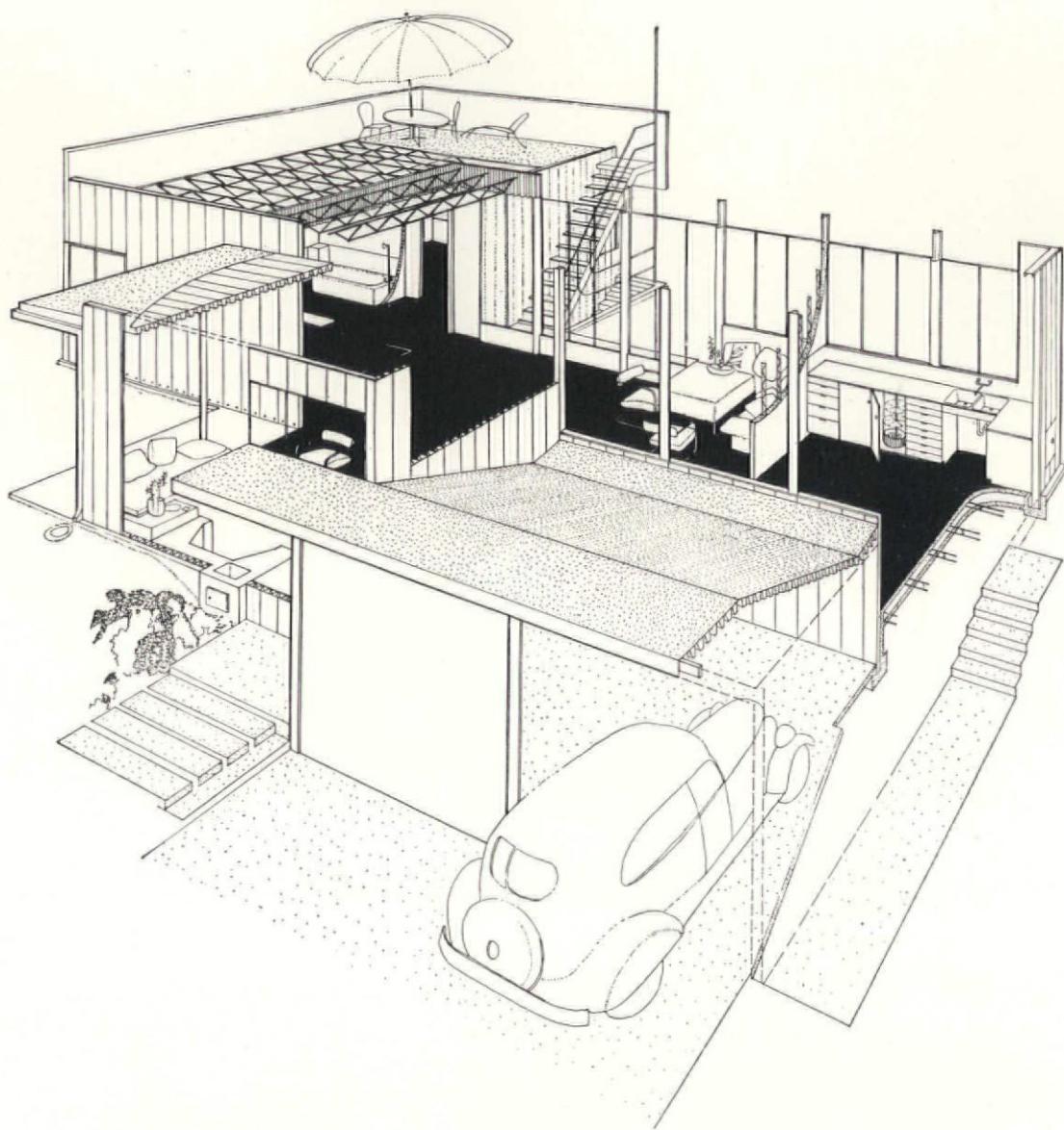
For purpose of comparison the roof is constructed in two different ways. One part uses electrically welded steel truss joists, while the other part uses standard elements of the same type as those used in the walls. Both systems carry composition roofing on insulating slabs.

The equipment of the house presents no particularly unusual features except the one-piece white rubber drainboard in the kitchen. Here also is a revolving water cooler, and a garbage trap as additions to the conventional number of items.

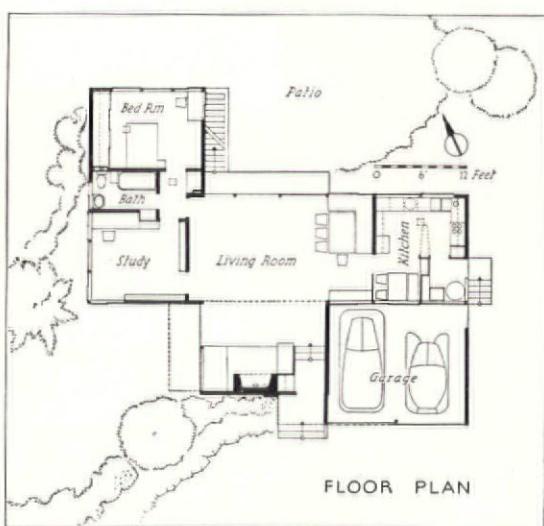
The total cost was less than \$5,000.



VERTICAL SECTION

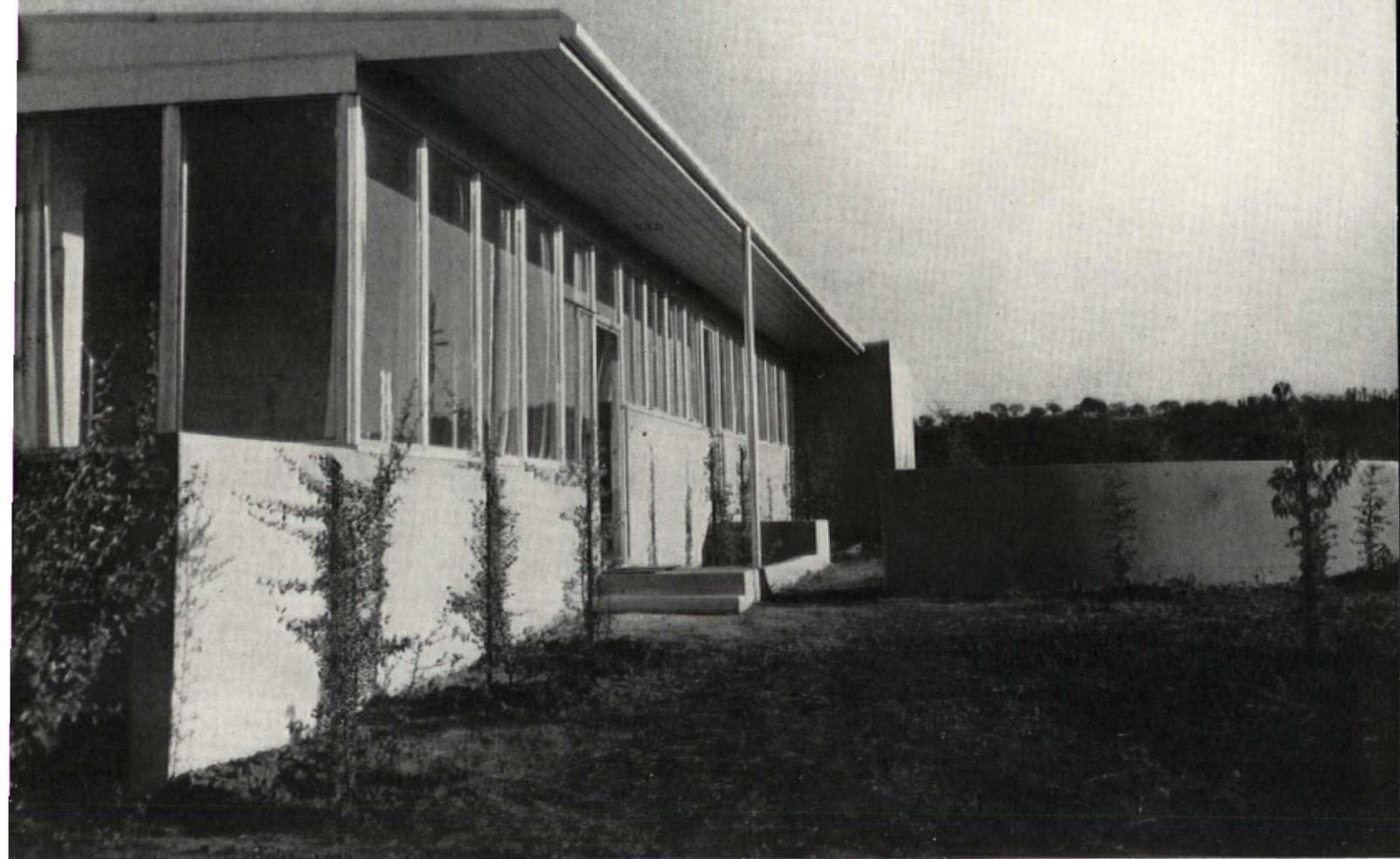


PERSPECTIVE VIEW



FLOOR PLAN

Of the 1,200 sq.ft. of floor area in this plan only the short hallway between study and bedroom is space used wholly for passage. The circulation routes from opening to opening are so planned that there are always uncrossed areas of sufficient size for furniture and for social groupings. Only the door from study to living room is susceptible of criticism in this regard. Under more ordinary circumstances this room would be a bedroom and the door would not be required. At a future date two more bedrooms may be added over the existing wing. The outside access to these is of course only practical in warm climates, but it is evident that an interior stair could be worked in.



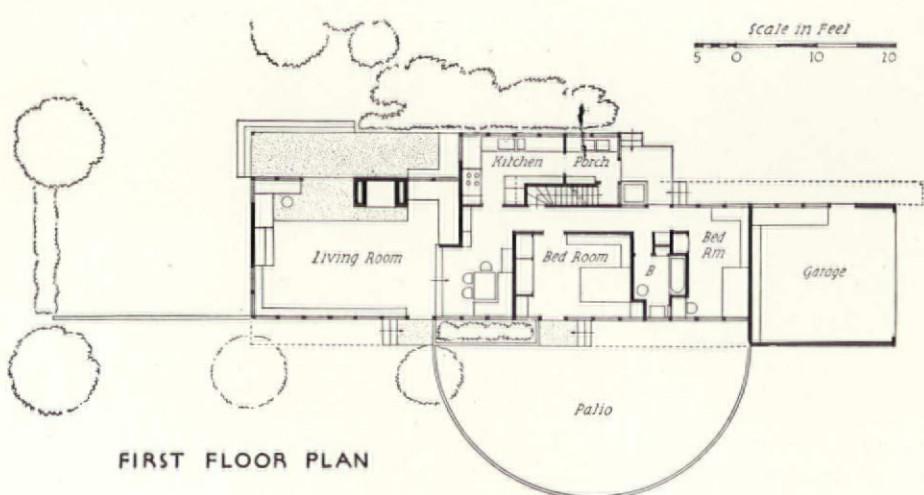
HONORABLE MENTION, ONE-STORY CLASS

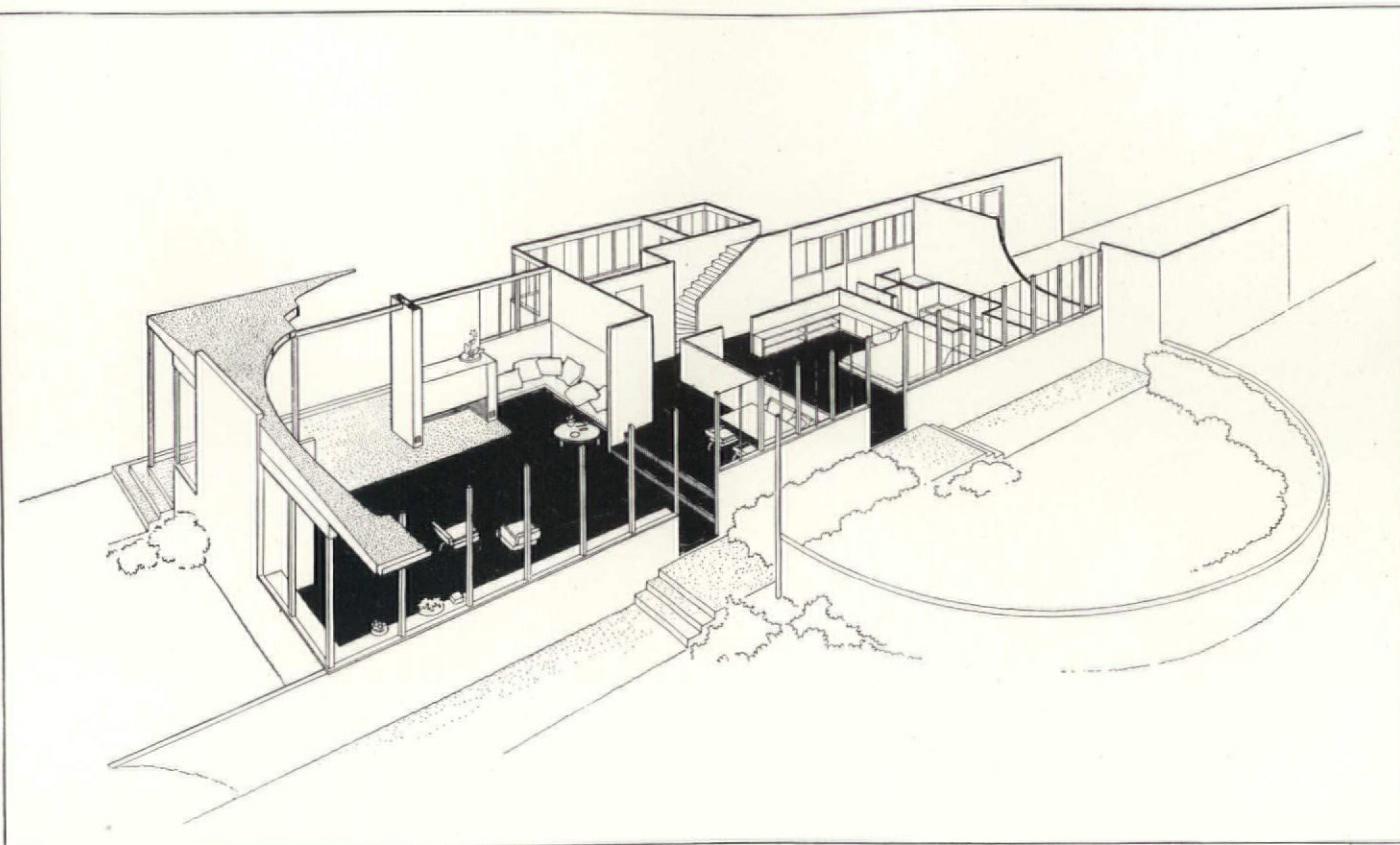
NATHAN KOBLICK HOUSE

SAN FRANCISCO, CALIFORNIA

RICHARD J. NEUTRA, ARCHITECT

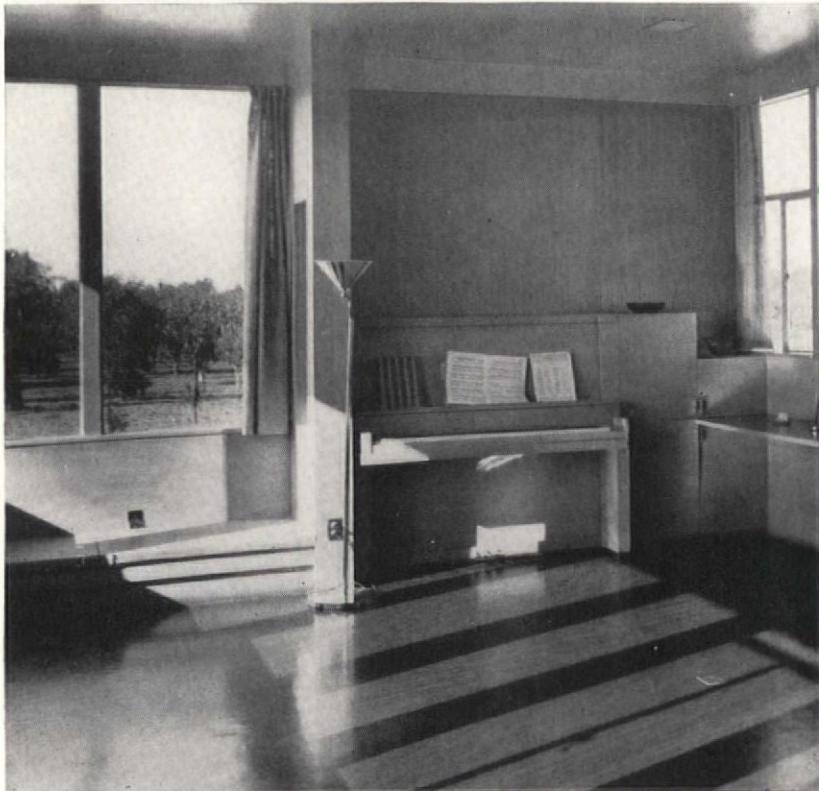
W. I. GARREN, ASSOCIATED



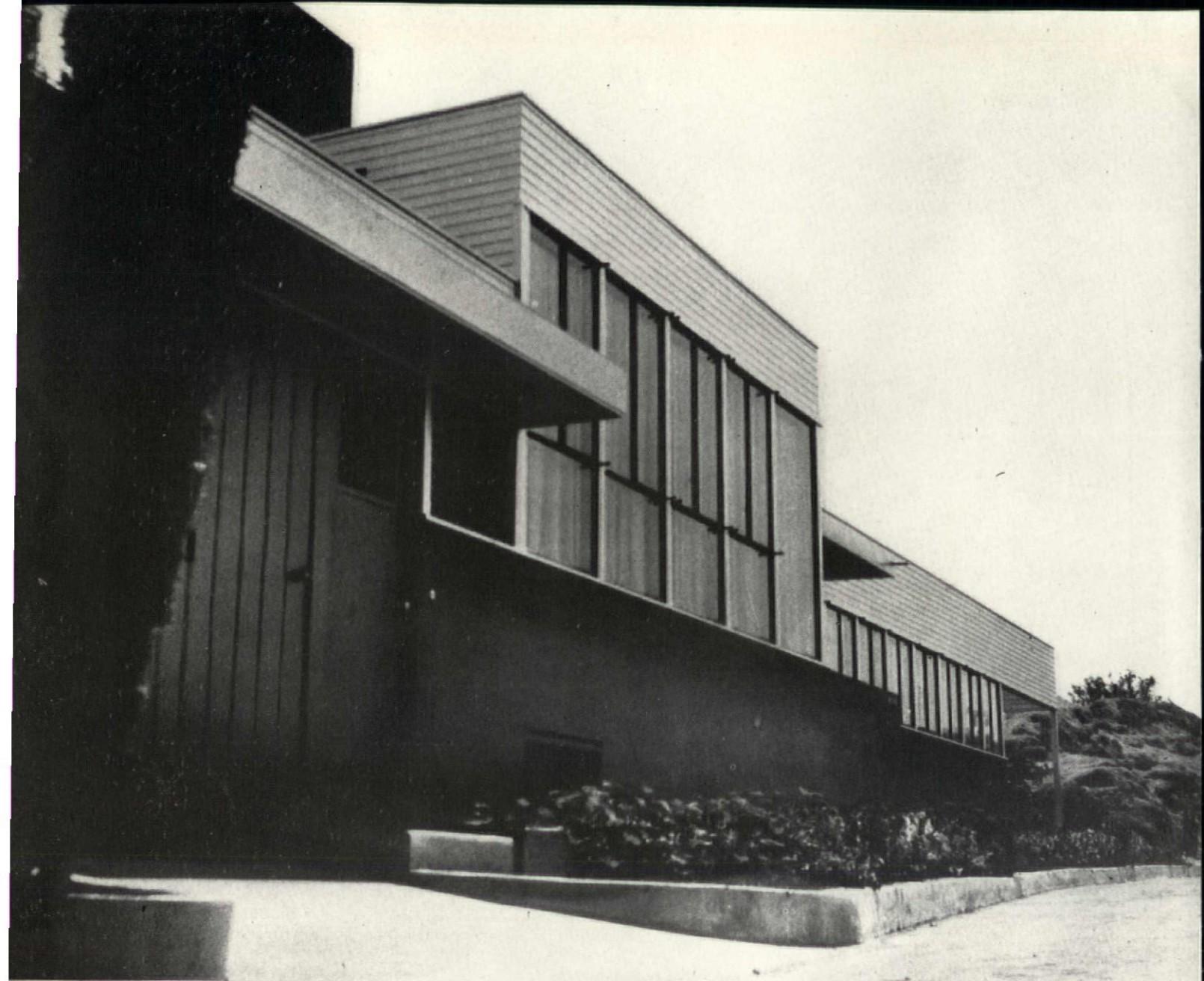


PERSPECTIVE VIEW

This plan was rated by the jury as only slightly less successful than the Beard house. Objections: the corridor space is a little greater than in the Beard house, one bedroom has direct ventilation on only one side. Circulation from opening to opening is, however, impeccable. The construction system makes use of wood posts with fitted standard steel sash in between. Below these the posts are continuously trussed, as are all horizontal planes. Exterior wall surfaces are of integrally colored cement with smooth sand finish. All exposed exterior steel and woodwork is spray coated with aluminum to reflect heat. An air circulating system and first rate equipment in the kitchen brought the total cost to \$4,000.



END OF LIVING ROOM

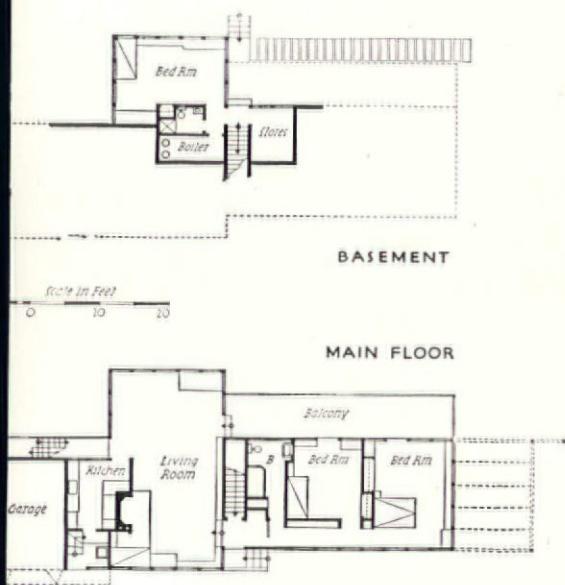


FIRST HONORABLE MENTION, STORY-AND-A-HALF CLASS

ERNEST MOSK HOUSE
LOS ANGELES, CALIFORNIA

RICHARD J. NEUTRA
ARCHITECT

Although this house has an additional bedroom and bath it is the cheapest of the three by Mr. Neutra. Its cost was approximately \$3,500. Again, as in the preceding Neutra house, the only possible adverse criticism that can be made of the plan is that the corridor is rather long and one bedroom has but one exposure. The construction is similar in general to that of the Kobllick house. The same wood "chassis" is used with steel sash practically continuous around the entire house. The exterior wall surfaces, however, are different. Above the windows conventional redwood siding is used; below the surfaces are of steam pressed composition slabs made from wood shavings and cement. Continuous truss bracing is used throughout.



VIEW FROM SOUTH



LIVING ROOM

Most of the interior surfaces are sealed with cane fiber insulating board as a base for washable wall coverings. With the exception of chairs and the dining table all furniture is built in place. This, combined with the use of linoleum floors, simplifies the cleaning problem. All electric lights are built in and equipped with diffusing lenses. The kitchen is completely electrical. The interior color scheme is a combination of terra cotta floor, red-brown stained gum wood and chromium.



HONORABLE MENTION, STORY-AND-A-HALF CLASS

HOUSE AT FREEPORT, L. I.

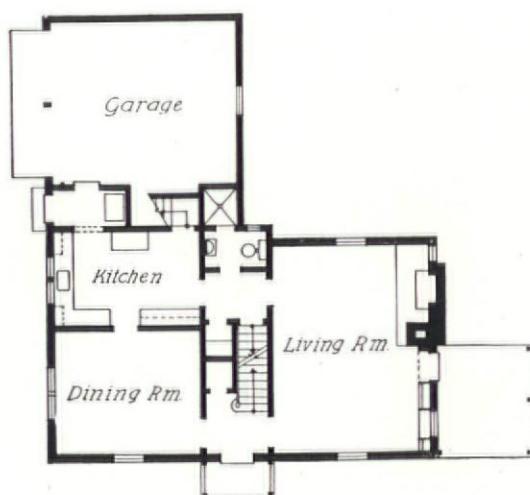
REINHARD M. BISCHOFF

ARCHITECT

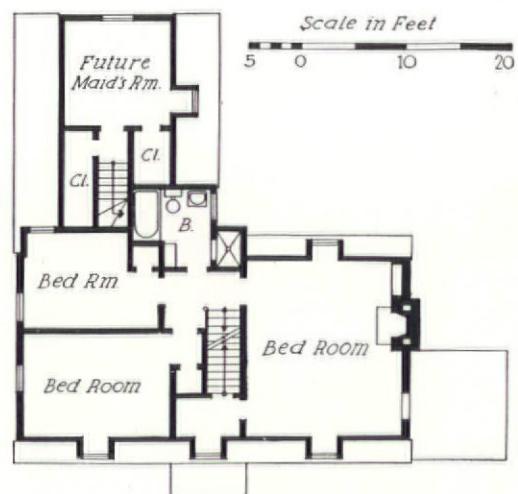
The conventional type plan of this \$5,500 house has very little waste space and good circulation. These two advantages are neatly exemplified by the placing of the living room fireplace. But moving the kitchen door nearer the hall would have improved the circulation through the dining room to the front door and living room.



ENTRANCE FRONT



FIRST FLOOR PLAN



SECOND FLOOR PLAN



HONORABLE MENTION, STORY-AND-A-HALF CLASS

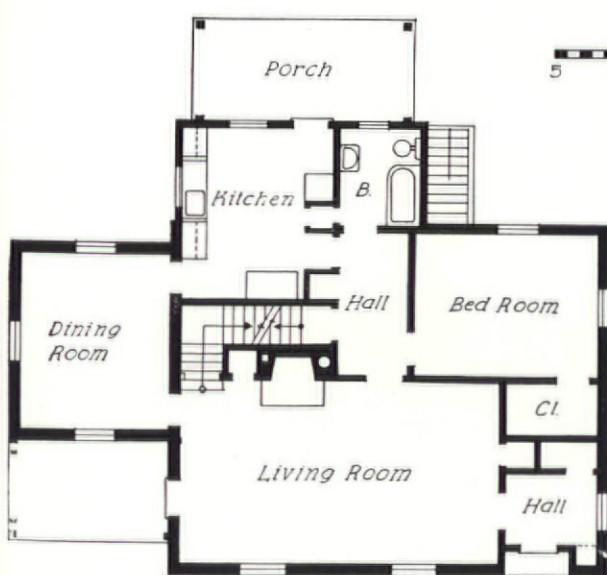
HUGH KENNEDY HOUSE
COLUMBUS, OHIO

PETTIT & OMAN, ARCHITECTS

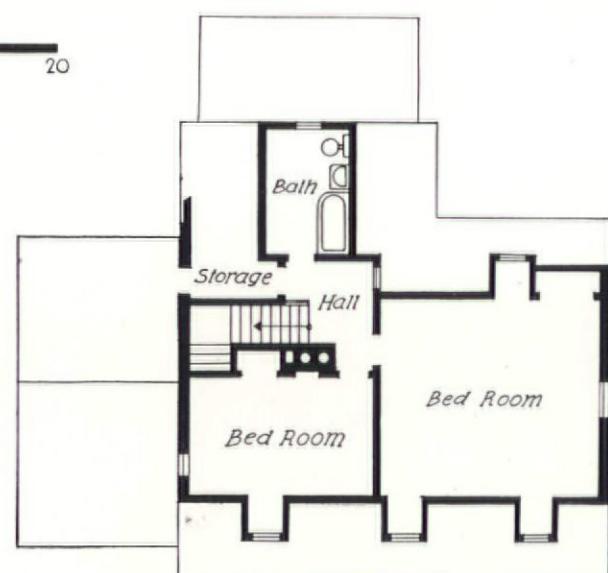
The jury's objections to this house numbered four: (1) There is rather more hall space than is efficient in so small a house, (2) the route from the kitchen to the front door is long and involved, (3) the circulation between openings from the living room leaves very little real space for social groupings without interfering with traffic, (4) the kitchen is too wide for the greatest convenience. On the other hand, the exterior is noteworthy for the real understanding of scale in the design of a small house. This is particularly true of the entrance door which is simple and straightforward. The combination of materials used has been well handled. Though obviously an inexpensive house (\$9,200), it maintains a genuine air of distinction.



ENTRANCE DETAIL



FIRST FLOOR PLAN



SECOND FLOOR PLAN



HONORABLE MENTION, STORY-AND-A-HALF CLASS

CLIFTON H. DAY HOUSE

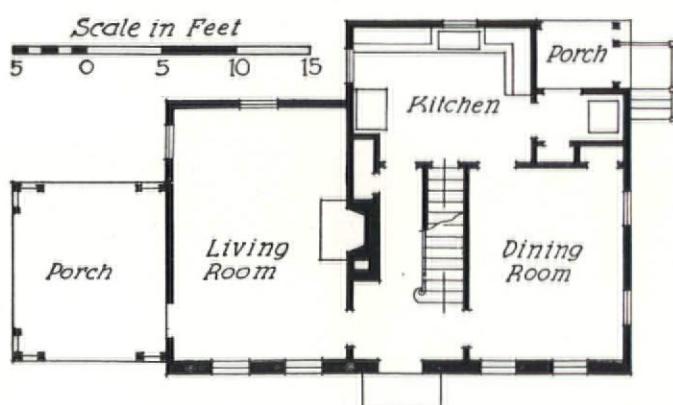
MELROSE, MASS.

ROYAL BARRY WILLS, ARCHITECT

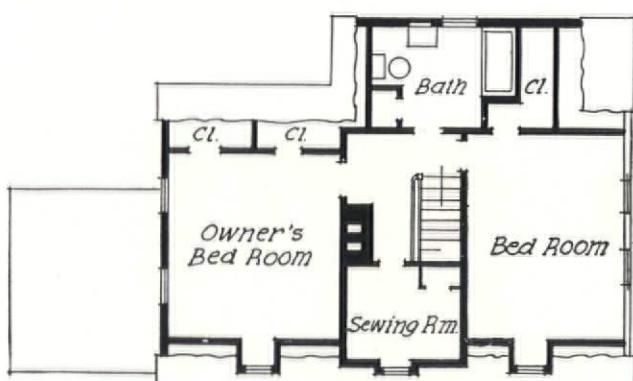
It seemed doubtful to the jury whether a through hall should be used in so small a house. Thirty-odd square feet is a lot of floor space to devote to passageway when there is another route available through the dining room. It is also a question if so small a dining room as this is not an "honorific symbol" rather than a completely useful space. On the score of circulation, however, this plan is above reproach. All traffic proceeds by the shortest possible route and uncrossed areas are at their maximum size. As in the Pettit & Oman house the exterior shows a thorough understanding of appropriate scale for a very small house and the use of materials. Cost was \$9,000.



STREET ELEVATION



FIRST FLOOR PLAN



SECOND FLOOR PLAN



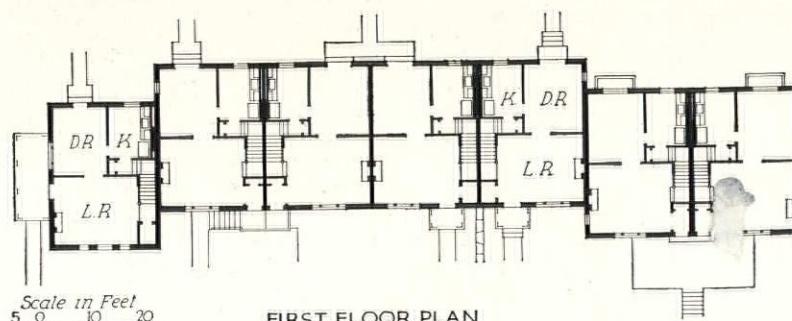
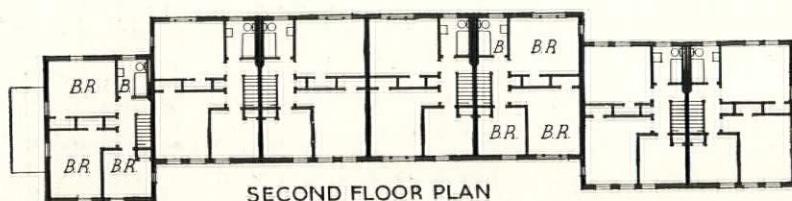
HONORABLE MENTION, ROW HOUSING

CHATHAM VILLAGE, PITTSBURGH, PA.

INGHAM & BOYD, ARCHITECTS

STEIN & WRIGHT, CONSULTANTS

Simple and straightforward in plan these row houses have almost no waste space of any sort. So far as circulation is concerned the living rooms are particularly good in view of their small size. In fact only the route from living room to back door is obstructed by furniture.



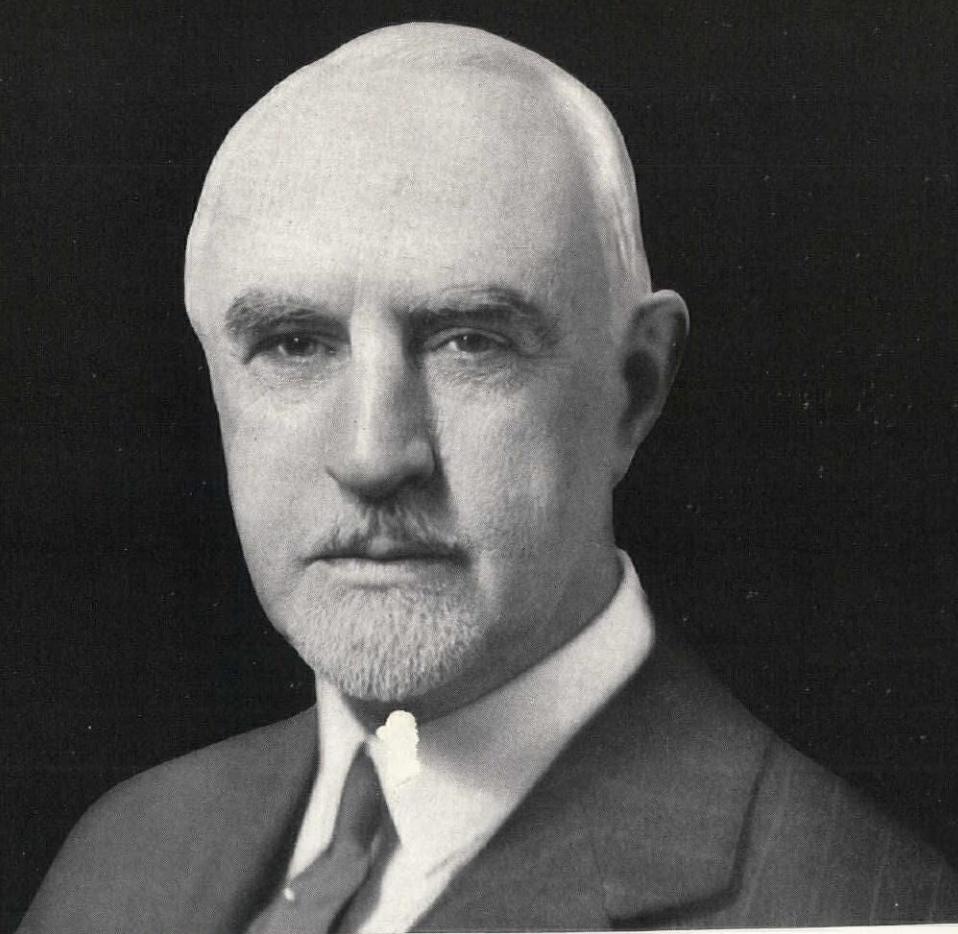
BUILDING MONEY

A monthly section devoted to reporting the news and activities
of building finance, real estate, management and construction

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JOHN CUSHMAN FISTERE
Editor



Blank & Stoller

THE FEDERAL HOME LOAN BANK SYSTEM

is, statistically, two years old. Its housecleaning loans have subsided, and it now stands ready to pour forth mortgage funds. Denver's new "Federal" finance plan.

THOUGH authority from the Federal Home Loan Bank Board in Washington was lacking, there was spreading through the far Middle West last month a method of home financing brazenly termed "The Federal Home Loan Bank Plan." What is more, it was openly competing with the financing plan of the Federal Housing Administration, claiming it was cheaper, and in every other way just as good for the home owner.

In reality the "Federal Home Loan Bank Plan" was available to home owners in every State in the Union, but in most States it bore no such reassuring name; in fact, bore no name at all. Sponsor of the new plan was the aggressive little Industrial Building & Loan Association of Denver, Colo., which through advertising and publicity in newspapers and miniature newspapers of its own invention upped its loan volume by 300 per cent.

Strictly speaking the Denver plan is what less imaginative building and loan men call the "direct reduction" plan, i.e., borrowers' payments are applied directly to reduction of the mortgage. Heretofore, though not

one in 100 borrowers knew it, their payments were invested in shares, which at the time of maturity were calculated to cancel the entire mortgage. Nowadays, with home builders more interest-rate conscious than ever before, they are not content to permit fluctuating earnings on shares to influence the interest rate on their mortgages. They want to know exactly what rate they are paying. Hence the gradual abandonment of the "sinking fund" plan for the "direct reduction" plan.

Having adopted the latter scheme, Denver's Industrial Building & Loan Association fixed its mortgage interest rate at 6 per cent on outstanding balances. When last Fall the FHA terms were announced, Industrial's officers realized that what with FHA's "service fee" and "insurance premium," their rate was lower, started to capitalize on it. But Denver's borrowers were apathetic, due no doubt to the fact that the FHA plan had a fine aura of Federal aid around it. To overcome the "Federal" handicap, Industrial hit on the neat device of naming their plan after the Federal Home Loan Bank.

Explaining the plan to other members of FHLB's Topeka district, Industrial officials were pleased to find it heartily endorsed by all, and adopted by many. The scheme was quickly forwarded to the Federal Home Loan Bank Board in Washington for all members of the FHLB System to adopt. But last month there was no hint that the Board would sponsor such a scheme. It was not that it did not agree heartily with it, but open competition with the FHA would have been rather distasteful to an Administration which is trying its best to put across the FHA.

Unofficially perhaps every member of the Federal Home Loan Bank Board would have been glad to urge all members of the FHLB System to follow Denver's lead. For it is no secret that many building and loan men resented the action of the FHA sponsors in completely ignoring the home loan banks and creating an entirely new Federal vehicle for the stimulation of home building and the creation of a steady flow of mortgage money—the very thing for which the Federal Home Loan Bank System was created. It is no secret either that



BOARD MEETING

The candid camera finds the Federal Home Loan Bank Board, guiding the destinies of the Federal Home Loan Bank System, the Home Owners' Loan Corporation, Federal Savings and Loan Associations, and the Federal Savings and Loan Insurance Corporation, in session. Left to right are Robert L. Nagle, board secretary, Members Hoagland and Catlett, Chairman Fahey, Vice-Chairman Webb, Member Stevenson, and General Counsel Russell.

the members of the FHLB System seriously resent the continued efforts of the FHA to get commercial banks into the mortgage field. In the FHLB System, they feel, is ample mortgage credit for future booms, and ample means for handling future panics. Though its record is not one of glory in the two and one-half years it has been in existence, the Federal Home Loan Bank System may yet be the bulwark of aid to the home mortgage system of the U. S.

A FREQUENT REPUBLICAN boast is that of all the Washington recovery agencies the one most effective is that lusty child of Herbert Hoover—the RFC. Of another Hoover-born institution Republicans never boast—but well they might, for the Federal Home Loan Bank System is slowly but inevitably growing to man-sized stature.

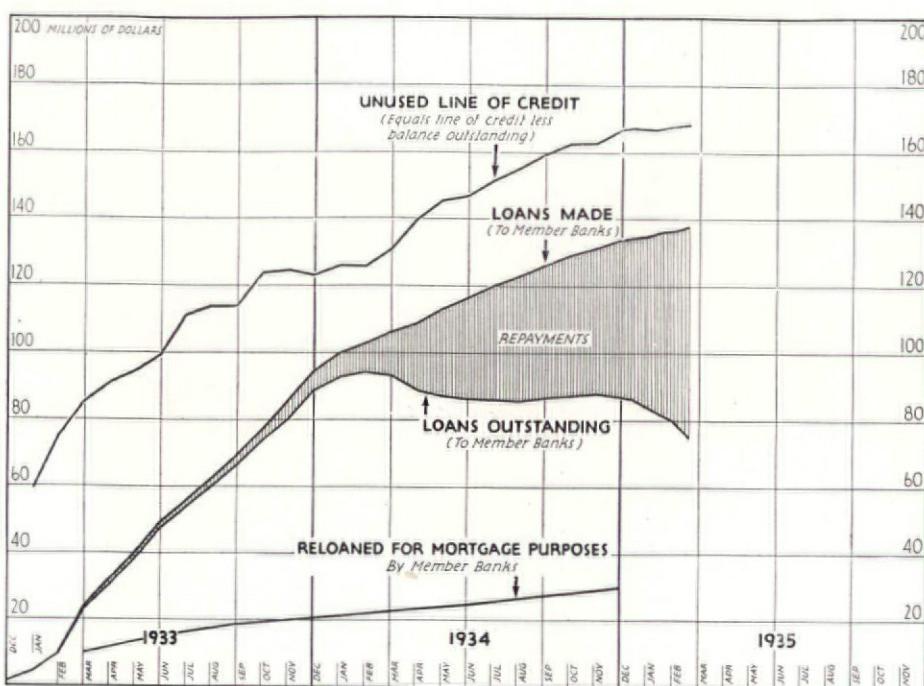
Ignored as completely as any traditional step-child in the attentions showered on the PWA, the FERA, and even its blood kin, the HOLC, the Federal Home Loan Bank System has had to be content with a tertiary position in the New Deal scheme of things. Nevertheless during the last year its membership had jumped from 2,000 to 3,500, with total assets of \$3,500,000,000. Its loans to members, prime indication of its usefulness, however, last month amounted to only \$77,000,000. But it was the character of the loans rather than the small amount which gave the clue to the fact that at last the FHLB System was beginning to do what its sponsors said it would do.

As well and as briefly as anyone else President Hoover summed up the purpose of the System when he signed the bill creating it. "Its purpose is to establish a series of discount banks for home mortgages, performing a function for home owners similar to that performed in the commercial field by the Federal Reserve banks through their discount facilities."

Last month it was far from fulfilling that purpose to the limit of its capacity, or even a small fraction of it. Nevertheless, had Mr. Hoover, as a director of the New York Life Insurance Company, delved into the System's loan figures he would have discovered what THE ARCHITECTURAL FORUM discovered, that the System had doffed its swaddling clothes, that it was beginning to function as a genuine discount bank.

Until home building volume jumps up significantly, or until another panic seizes the country's savings depositors, the FHLB System will not have an opportunity to prove itself to the fullest. But it is ready now to meet those emergencies, and is simply waiting for them to happen.

History. Though it was a Republican President who finally got the bill passed by Congress, a measure known as the Calder-Nolan bill, calling for a "Federal Home Loan Bank Board and Home Loan Banks for the Purpose of Aiding and Financing the Construction of Homes" was introduced into Congress as far back as 1919 under Woodrow



THE BUILDING AND LOAN EMERGENCY IS MET

. . . and another one is fast being forestalled, with possibilities of much mortgage lending in the making, as FHLB loans outstanding drop off sharply and the System's growth goes on. The latter is graphically represented above by the increasing line of credit being established by member institutions in the System. Subordinated to loans for almost every other purpose (see chart, page 418), FHLB loans for mortgage purposes have to date represented but small part of FHLB lending.

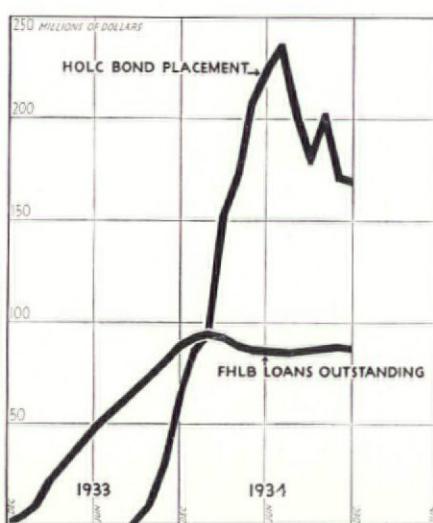
Wilson. It fared poorly in both House and Senate. Drafted from suggestions of building and loan men, the bill was fought vigor-

ously by banks and insurance companies, who were loath to see any special support given to building and loan associations to increase their prestige and lending ability.

Two years later, one of Secretary of Commerce Hoover's first official acts was the assignment of Dr. John M. Gries, veteran construction man of the Department, to re-study a home mortgage discount system. But the years up to 1929 were scarcely conducive to enactment of a bill to stimulate mortgage lending. For during those years, without any stimulation at all, the home mortgage debt of the country jumped from \$7,000,000,000 to \$21,000,000,000.

Then came the drying up of mortgage funds, and Herbert Hoover as President pestered by the U. S. Building and Loan League and the National Association of Real Estate Boards, remembered Dr. Gries. By that time, foreclosures were beginning to mount, reaching a high of 400,000 in a single year. And the President made the mistake of thinking that an agency designed to meet an emergency could be created in an emergency to end the emergency. On November 13, 1931, he sent to Congress a message asking for the passage of a discount bank. Instead of urging the passage of the bill solely on the basis of its permanent effect on the home mortgage field, he held out the hope that it would cure as well as prevent.

All through that session of Congress, the financial institutions of the country, with the exception of the building and loan men, again fought the bill—and with a Congress



Comparison of HOLC lending (week-by-week) with FHLB loans outstanding (loans made, cumulative, minus repayments) strikingly reveals how by March, 1934, the HOLC had completely commanded the task of liquefying U. S. building and loans. The rise in that month in placement of HOLC bonds (which are of course readily convertible into cash) was reflected immediately in the drop in FHLB loans outstanding, and, despite the System's constant growth, its loans outstanding continued to drop until the recent decline in HOLC lending.

on its hands that was only too happy to hold up Hoover legislation, it was not until the last hour of the last day of Congress that the bill was passed—and then it was in greatly modified form.

With a "Good luck and God bless you!" President Hoover shook the hand of the FHLB's first chairman, Franklin W. Fort, one day early in August, 1932, as a signal to the country that the System was about to function. Of good luck, Chairman Fort had comparatively little, and of blessings, divine or otherwise, even less.

Fort's short-lived administration was followed by an equally short term under William H. "Seaboard Bill" Stevenson. The contributions of both amounted to but few members for the system and an abundance of criticism for not having halted the wave of home foreclosures.

Then it was that the now-famed HOLC was created with the specific purpose of relieving distressed home owners. Though it had no relation to the Bank System, it was given to the FHLB Board to handle. Strictly an emergency agency and dealing directly with home owners, it soon overshadowed the work of the Bank System.

Fahey. It was not until John H. Fahey was upped from his position on the FHLB Board to the chairmanship in August, 1933, that the System began to take on the appearance of a business institution. Though no novice in politics, Mr. Fahey's interest in that subject bordered on statesmanship. He was as unfamiliar with petty patronage practices as his predecessor was a victim of them. He had not been in office long before he started to clean house, striking from the rolls at least a hundred of those whose chief qualification for the office was purely political.

Only one man in Washington official life is known to call Fahey by his first name—the irrepressible Jesse Jones. To all others

THE USES TO WHICH

... Federal Home Loan Bank funds have been put by borrowing member institutions are set forth in the chart at the right for the first time. The figures in the chart are averages of totals supplied by the Pittsburgh, Indianapolis, Chicago, Des Moines and Topeka banks—the only ones requiring member institutions to say what they intend to do with the funds borrowed. Constantly on the upgrade since the first quarter of 1934, loans for new construction have steadily assumed a more important relationship to total loans. Omitted here because of space requirements, the figure for the average bank's total loans is to be obtained by adding the figures classified as "For Maintaining and Liquidity" and "For New Lending." The heavy dotted curve designated as "For Maintaining Liquidity" is based on totals of the figures determining the four light dotted lines, representing the amounts loaned for various purposes of building and loan operation. The curve "For New Lending" is likewise elucidated by the lighter lines for refinancing and new construction loans. Heartening is the fact that the latter is the only curve to have consistently pointed upward during recent months.



At high noon on October 23, 1933, the first dividend payment on Federal Home Loan Bank stock was paid. Recipient: President Roosevelt, for the U. S. A.'s 54,540 shares of stock in the Cincinnati bank. Donor: Realtor Harry S. Kissell, chairman of the Cincinnati bank. To date, total dividends of \$1,260,589 have been shared in by the Government and member institutions.

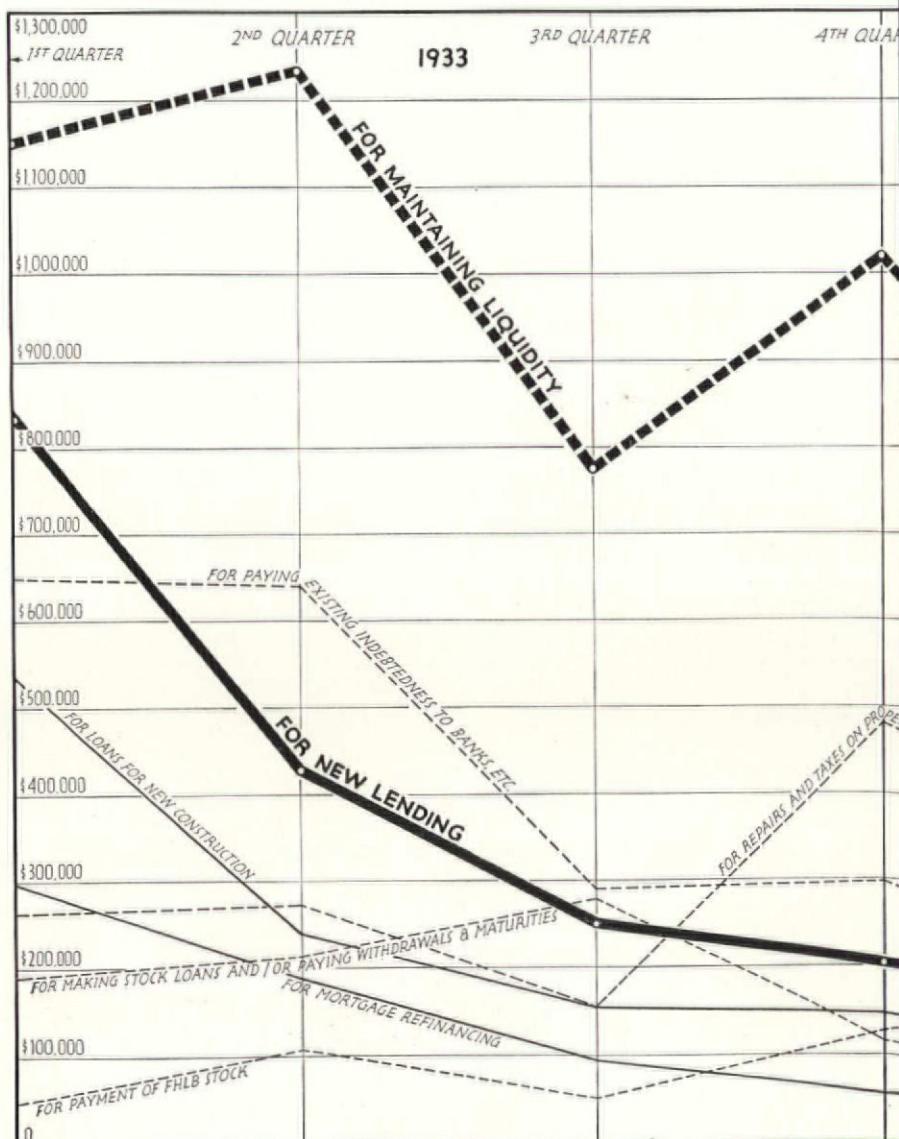
he is simply "The Chairman" or Mr. Fahey. Not at all the glad hander that most New Dealers are, the Chairman bears himself with a reserve that has made him

the frequent target for the low-flung criticism of uncultured Congressmen.

Mr. Fahey was born in Manchester, New Hampshire, in 1873. With no college education, he became a reporter on the Manchester *Mirror*, later joined the Associated Press and became publisher of the Boston *Traveler* and still later of the New York *Evening Post*. Apart from his newspaper experience, he has been an investment banker in Boston for fifteen years.

An organizer of the U. S. Chamber of Commerce, his civic interests have lain primarily in the field of international trade. In one or another capacities, he has served under five different presidents, Wilson, Harding, Coolidge, Hoover and Roosevelt.

A significant measure of his personality and ability is the on-and-off duty loyalty to him of his associates in Washington. A tireless worker, he seldom leaves his office before seven o'clock and at least two nights a week keeps the lights in the new Post Office Department Building going until eleven. In Washington he lives at the swank Shoreham Hotel and has a home at Swampscott, Massachusetts. His golf game is kept in good repair by Sunday morning foursomes at Washington's most exclusive club, The Burning Tree, with Governor Eccles of the Federal Reserve Board and others of the Washington finance agencies.





Harris & Ewing—Globe

He is married and has two daughters, one of whom, Eleanor, is a frequent attendant at Washington social functions.

The System. Like the Federal Reserve, the FHLB System has twelve regional banks, one each in Boston, Newark, Pittsburgh, Winston-Salem, Cincinnati, Indianapolis, Chicago, Des Moines, Little Rock, Topeka, Portland, and Los Angeles. Although membership is open to building and loan associations, savings banks, insurance com-

panies, and all other home financing institutions, the bulk of the 3,072 members are building and loan associations. Of savings banks there are only 9, and of insurance companies only 3.

The regional banks are owned and controlled by the member banks in the district, membership requiring subscription to stock amounting to not less than 1 per cent of the outstanding principal on home mortgages which the member holds. Members may borrow up to twelve times the amount of

Experienced home mortgage men all are the presidents of the twelve Federal Home Loan Banks. They are, from the left, standing: Robert J. Richardson, Des Moines; M. M. Hurford, Los Angeles; F. B. McKibben, Indianapolis; C. A. Sterling, Topeka; Benjamin H. Wooten, Little Rock; Walter E. Julius, Cincinnati; Walter H. Neaves, Boston; Ralph H. Richards, Pittsburgh; and Thomas E. Ellett, Winston-Salem. Seated, left to right, are: George L. Bliss, Newark; Charles H. Stewart, Portland, Ore.; and A. R. Gardner, Chicago.

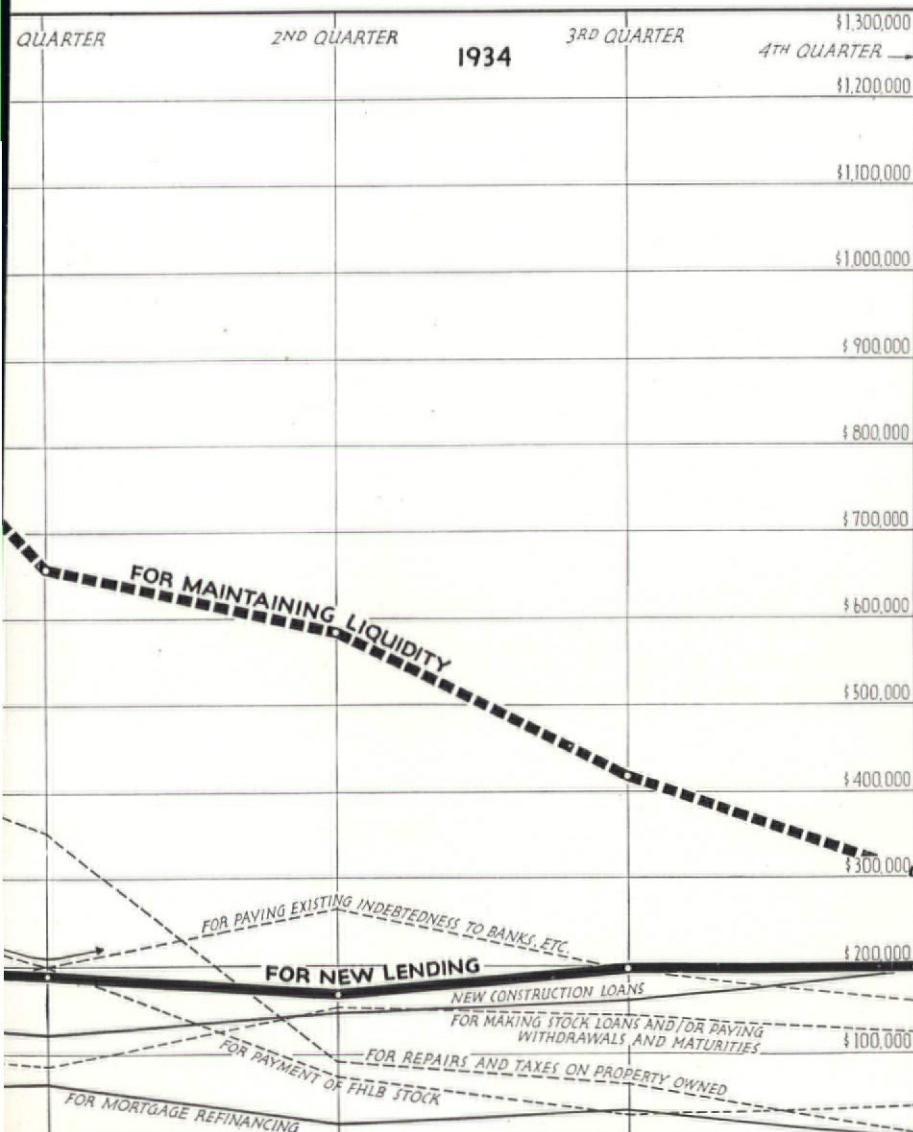
stock held paying interest rates ranging from 3½ to 5 per cent. (See table of interest rates for different district banks.)

The district banks make loans of from one to ten years, amortizing the long-term loans just as the mortgages held by the members are amortized. On FHA-insured mortgages, members may borrow up to 90 per cent of the unpaid principal, on uninsured amortized loans of eight-year or more maturity up to 65 per cent, and on all other loans up to 50 per cent.

Though they have as yet made no use of their privilege, the banks are permitted to issue non-taxable debentures and bonds based on the mortgages which they hold as collateral for loans to members. If further funds are needed, the FHLB Board may likewise issue bonds as joint obligations of all the member banks.

This, then, is the framework of what is today the largest mortgage credit structure in the country. Its potentialities have not only not been exhausted, they are apparently not even appreciated.

Operation. When the Federal Reserve System was started, it was mandatory for all national banks to become members. No such original ante helped to launch the FHLB System in September, 1932, but it did have a pledge of \$125,000,000 from the U. S. Treasury. When the books were opened for subscriptions, it was belatedly discovered that only eight States had laws permitting mortgage institutions to join, with the result that by the end of the year the System had only 118 members which



had subscribed, but not paid in, a total of \$9,000,000. A contribution of \$125,000,000 from the Treasury, however, gave the twelve banks enough cash to open their doors. On December 16, too late to influence the election, Chairman Fort announced the first loans: \$65,000 from the Winston-Salem Bank to one of its members to recondition some of its repossessed property, and \$100,000 from the Newark Bank to be passed along to home owners.

Throughout the latter part of 1933 and the whole of 1934, the membership roll lengthened as speedily as a country club roster in boom times—1,337 members by June, 1933, 2,086 by December, 2,579 by June, 1934, 2,850 by September. On January 1, 1935, there were 3,072 members, representing 35 per cent of all the building and loan associations in the U. S.

With such a rapid growth it might also have been expected that a similar growth would have taken place in the use of the System by its members. And undoubtedly there would have been, had not one circumstance cut down the need for normal borrowings. From the HOLC good, salable bonds were pouring out in exchange for bad mortgages. Of the approximately \$2,000,000,000 issued, about \$800,000,000 worth went to building and loan associa-

tions. They were quickly convertible into cash, and used for payment of old loans, withdrawals, and the other house-cleaning functions. Added to this, there was a steady increase in deposits of member associations. With a total line of credit of \$250,000,000, the amount of loans outstanding is only \$77,000,000. As a matter of fact in the last few months repayments have far exceeded additional borrowings, with the result that the amount of loans outstanding has dwindled from its all-time high of \$94,040,000 in February, 1934, down to its present \$77,000,000.

What was true of the Indianapolis Bank was true of all banks. In its yearly report for 1934, the statement said:

"Early in the year it was observed that the typical building and loan association, such as would be a member of our bank, had accumulated bonds of the Home Owners' Loan Corporation and cash in sums exceeding needs and demands, and as a result, there not only ensued a lessened demand for the funds of the Bank, but many of those associations that had taken advances theretofore made substantial repayments, seriously impairing the earning power of the Bank's resources."

Yet despite the reduced scope of its operations, the System itself was in a healthy

condition. For the first two months of 1935, all twelve banks had shown a profit, ranging from \$12,929.15 for the Portland Bank on a gross income of \$20,363.17, to the Little Rock Bank, which on gross of \$92,595.46 had made a profit of \$80,948.39. The combined profit of all the banks for the two months was \$556,560.56. Ten of the twelve banks are paying dividends to both the Government and their member banks. Almost all have been able to reduce their interest rates, some to as low as 3½ per cent. (See chart.)

A further significant sign is the sharp drop from \$640,000 to \$150,000 of loans by members to repay indebtedness to commercial banks. Though there are no figures available on the trend of member borrowings from banks, which in the past were their chief source of credit, the fact that loans from the System have been used to repay commercial bank loans means that members are accepting the System as a fundamental source of credit.

But the most encouraging fact of all, and the one which supports the premise that at last the Federal Home Loan Banks are fulfilling their normal function is that at the end of 1934 loans for financing new construction and for refinancing old mortgages amounted to approximately two-fifths of all loans made by the twelve banks to their members. And the percentage is still going up. Broadly it means that member associations are willing to borrow to keep a steady supply of mortgage money available—and if the Federal Home Loan Bank System can accomplish that, its importance in the home financing structure of the U. S. is definitely established.

The likelihood of the Federal Home Loan Bank System's ever becoming the discount bank for all agencies in the home mortgage field is contingent upon the growth of its membership outside the building and loan group, and the increased use of its facilities by its members. With the hearty endorsement of building and loan organizations, which were the actual parents of the System, the battle to extend membership to all building and loans seems won.

Whether savings banks and insurance companies will ever join in large numbers seems unpredictable. Insurance companies are the least hopeful. In twenty-one States the law will not permit it, and even in the States where they would be allowed to join, the incentive is, for the most part, missing. In the first place, most of their mortgages are of the short-term unamortized type, and as such eligible for discounting only up to 50 per cent of their value. But an even more important reason is that insurance companies definitely do not borrow to meet their obligations. During fatal epidemics, or during bad times, when policy loans are heavy, most insurance companies are well able to meet their needs simply by paying out premiums or their own maturing bond investments.

The case of savings banks is slightly more favorable. Although in sixteen of the forty

FEDERAL HOME LOAN BANK INTEREST RATES On Advances to Member Institutions

FEDERAL HOME LOAN BANK	Rate in effect on March 1, 1935	TYPE OF LOAN
1. Boston	3½%	All loans written for one year or less. All loans for more than one year are to be written at 4 per cent, but billed at 3½ per cent during the period in which short-term loans carry this rate.
2. Newark	4 %	All loans.
3. Pittsburgh	4½%	All loans for one year or less. All loans for more than one year are to be written at 5 per cent, but on authorization from borrowing members the Bank will credit the interest charged their accounts with the difference between 5 and 4½ per cent per annum.
4. Winston-Salem ..	4 % 4 % 4½%	All loans secured by HOLC bonds. All loans for twelve months or less. All loans (not secured by HOLC bonds) for one to ten years.
5. Cincinnati	*4½%	All loans.
6. Indianapolis	4 % 5 %	All secured loans. All unsecured loans.
7. Chicago	3½%	All loans written for one year or less. All loans for more than one year are to be written at 4½ per cent, but billed at 3½ per cent during the period in which short-term loans carry this rate.
8. Des Moines	4 % 4 % 4½%	All loans secured by HOLC bonds. That portion of any loan in excess of \$250,000.
9. Little Rock	4 %	All other loans.
10. Topeka	4 %	All loans.
11. Portland	4 %	All loans secured by HOLC bonds (limit one year).
12. Los Angeles	3½% 4½%	All other loans. Loans written for one year or less that are made for the express purpose of meeting maturities, paying withdrawals, or the calling of higher-rate certificates. All other loans.

*Effective April 1, the Cincinnati Bank will reduce the rate on all loans written for one year or less to 3½ per cent. All loans written for longer periods will be written at 4 per cent, but billed at 3½ per cent during the period in which short-term loans carry this rate.

States where there are savings banks, they are not permitted to join. Probably the strongest of all hindrances is the fact that they would be joining an institution strongly building-and-loanish in flavor. Aside from that, savings banks heartily dislike to show borrowings on their books. They much prefer joining organizations similar to the Savings Banks Trust Company of New York, to an affiliate of which they can sell their mortgages when they have to.

How successful the FHLB will be in expanding to include the now hostile, or at least non-cooperative institutions, will depend in no small measure on the Board's promotion department, headed by an ex-New York financial advertising man, George Dock, Jr. A graduate of Dartmouth, a member of the Lafayette Escadrille during the War, Publicity Man Dock



Harris & Ewing

Press Man Dock

has an advantage over most Washington agency press agents in knowing what he is talking about. Under him are centralized the efforts to stimulate membership in the System, increase the Federalization of building and loan associations, and maintain the kind feelings of the voters toward the HOLC. If such an institution could be said to have one, Dock might well be called the System's sales promotion manager.

Thus, the Federal Home Loan Bank System stands, on the verge of becoming the most vital financing factor in home building revival. Once regarded as a useless agency, fit for nothing but abandonment, it is slowly pushing its way into New Deal thinking. Some who profess to know Washington's mind look forward to the day when the permanent activities of the FHA will be incorporated into the activities of the Federal Home Loan Bank Board. And with Chairman Fahey, or equal, at its head, mortgage insurance and national mortgage associations would be in good hands.

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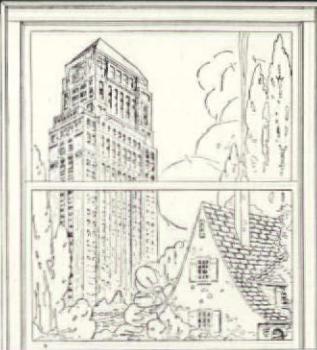
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"MODERNIZE MAIN STREET"

may be FHA's next big effort as the remodeling limit is raised to \$50,000. The Senate considers the Works Relief and Banking bills.

No less than the rest of the U. S., the mind of Washington was last month diverted from the serious business of furthering the Administration's recovery efforts by the antics of the senior Senator from Louisiana. Nevertheless, other happenings did occur in Washington, among them:

¶ The groundwork was laid for the inauguration under Title I of the National Housing Act of a "Modernize Main Street" campaign, contingent upon the passage of the omnibus bill containing a provision permitting remodeling loan loss guarantees up to \$50,000 on any one job.

¶ The Senate reached a compromise on the prevailing wage scale amendment to the \$4,880,000,000 Public Works Relief measure, which supposedly cleared its way to final passage before the end of the month.

¶ The Senate and House listened to the able pleading of Federal Reserve Board Governor Marriner Stoddard Eccles for his omnibus banking bill, without giving any indication of its attitude.

\$50,000 Limit. Although H.R. 6021 contained many other stimuli to building recovery the one section that stood out above all others as having immediate possibilities of greater activity for the private building industry was Section 26 increasing the amount which the FHA would guarantee against loss on remodeling work from \$2,000 to \$50,000. For with it, plans in the FHA's new offices in the old Department of Justice Building (recently air conditioned to accommodate Administrator Moffett and his subordinates) were ready

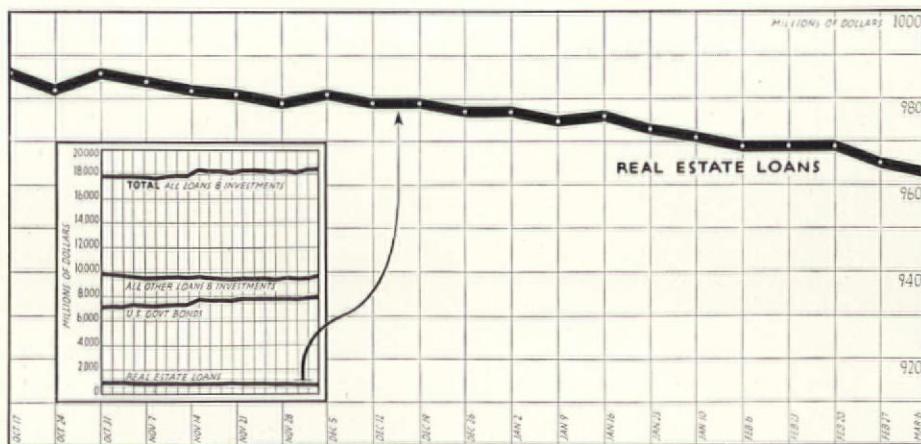
to be announced for a genuine drive for the repairing and remodeling of commercial and industrial buildings.

FHA's insured remodeling loans, which on March 15 totaled \$40,000,000, have gone 95 per cent to one-family residences, and only 5 per cent to commercial buildings. The obvious reason was the inadequacy of a \$2,000 loan to make even a dent in the average commercial remodeling job. Of the 16,000,000 buildings in the U. S. in various states of disrepair about 1½ million are stores, office buildings, factories, etc. If wholesale modernization of these properties could be effected, FHA's comparatively puny remodeling total would begin to look like something.

Beyond the name for the campaign—"Modernize Main Street," the FHA would say little about its new program. An informal survey made by THE ARCHITECTURAL FORUM among trade associations and manufacturers of building materials used in stores and commercial buildings revealed a genuine enthusiasm for the drive.

To architects the opportunity seemed particularly bright. For whereas the average loan under the old limitation was only \$400, the new average with the \$50,000 is likely to be high enough to include a respectable commission.

Wage Clause. As it has many times during the last three years, the Senate found itself thanking Senator Robert F. Wagner of New York for having melted the ice which had jammed the Public Works Re-



DOWN, DOWN, DOWN

... go commercial banks' mortgage holdings, as disclosed by weekly figures from the Federal Reserve's 91 reporting member banks, broken down at the Administration's instance last October to show real estate loans. Instead of spurring upward as they might have been expected to do at word of FRB Governor Eccles' banking bill, which proposes to make them discountable, realty loans have fallen off more than ever in recent weeks.



Keystone

Genial General Robert E. Wood, elevated from the chairmanship of Chicago's relief administration to head a new U. S. public works advisory council, dines with FERA Administrator Hopkins.

lief Bill. A strong labor man himself, and one of those who had voted for the McCarran amendment making the prevailing wage scale inherent in all PWA jobs, Senator Wagner risked his strong labor backing to bring about enough votes to carry the Russell compromise, limiting the President's discretionary powers in establishing wage rates.

The Russell amendment instructs the President to pay prevailing wage rates on all public works projects, with permission, if he sees fit, to pay a subsistence wage on the so-called "made" work.

Some days prior to the passage of the Russell amendment, the Senate had adopted another amendment setting limitations of amounts to be spent on certain classifications of work. Under the amendment, housing would receive \$450,000,000 and public buildings \$186,000,000. Specific limits would be placed on other types of projects.

Meanwhile, a new face on the Public Works scene, Gen. Robert E. Wood, Sears Roebuck president, kept appearing at the White House, the Department of Commerce Building, where he has desk space. General Wood bears the title, adviser of the council on public works, which may mean that when the bill is officially passed, he will be appointed specifically as public works administrator in place of Ickes.

There was talk too that as soon as the bill was out of the way, Senator Wagner would immediately seek passage of a bill creating a Federal Housing Authority under the Interior Department to handle all slum clearance work.

Banking Act. The fate of the Eccles Banking Act was no more certain last month than it was the month before. After several days of continuous testimony before House and Senate committees, FRB Governor Eccles had won over a few converts to his cause, but probably not enough to offset the rising tide of opinion against his bill. It was too unsettled to prophesy what would happen.



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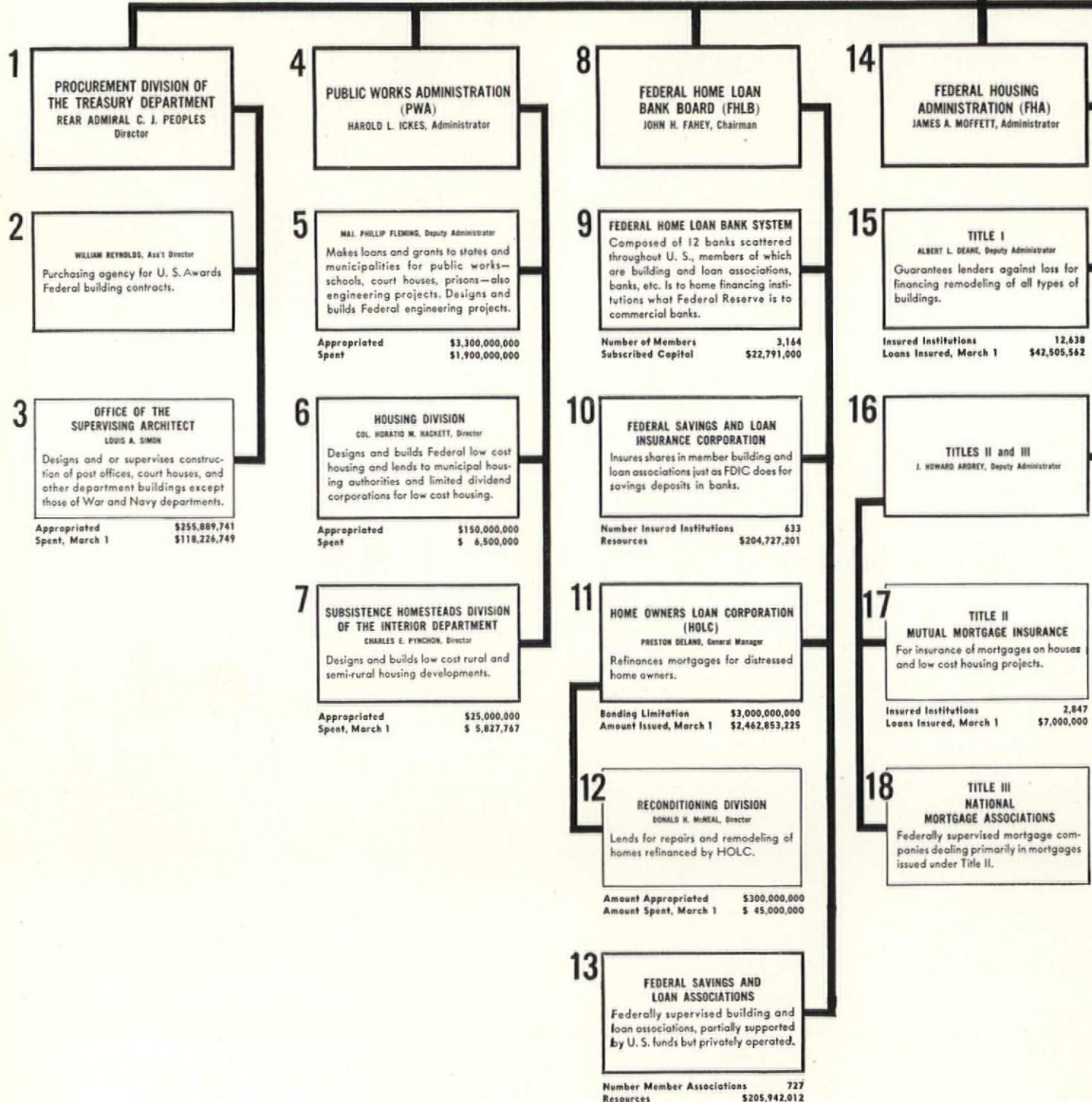
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Administrator-in-chief

NATIONAL EXECUTIVE COUNCIL

DONALD R. RICHBERG, Executive Secretary
Dubbed the "Super-Cabinet," its
membership is composed of Cabinet
officers, heads of New Deal agencies.



NATIONAL EMERGENCY COUNCIL
DONALD R. RICHERS, Director

Coordinates all activities of emergency agencies.

19

RECONSTRUCTION FINANCE CORP. (RFC)
JESSE JONES, Chairman

20

Loans to banks, building and loan associations, insurance companies, and investment in stock of national mortgage associations and mortgage companies.

21

Loans to industrial companies for plant rehabilitation and loans to building contractors to finance projects.

22

FEDERAL EMERGENCY RELIEF ADMIN. (FERA)
HARRY HOPKINS, Administrator

23

Pays relief wages for demolition of slum areas and for construction of such projects as park buildings and municipally owned recreation buildings.

24

RURAL REHABILITATION DIVISION
Designs and builds with relief wages subsistence homesteads in rural and semi-rural communities.

25

FARM CREDIT ADMINISTRATION (FCA)
W. I. MYERS, Administrator

26

Refinances farm mortgages of distressed owners and lends money for modernizing and repairs.

27

FEDERAL RESERVE BOARD
MARRINER S. ECCLES, Governor

28

Pending legislation would permit member banks to make long term mortgages and to rediscount them.

MOVES OF THE MONTH

Public Works-Relief bill calling for \$4,880,000,000 to finance new works program and consolidating efforts of existing PWA and FERA appeared certain to pass Congress before April 1.

Under Public Works bill, \$450,000,000 is to be set aside for slum clearance and low cost housing. What may happen is that the Housing Division as such may disappear and that a shiny new agency, the Federal Housing Corporation, jointly backed by Mrs. Franklin D. Roosevelt and Sen. Robert F. Wagner, will come into being under the Department of Interior.

The Subsistence Homesteads Division would be merged under the new corporation. (See above.)

Announcement of the unofficial "Federal Home Loan Bank Plan" jolted Washington into the realization that the FHLB System was at last fulfilling its original purpose. (See page 416.)

10 Insurance rate reduced from $\frac{1}{4}$ to $\frac{1}{8}$ per cent under new omnibus bill.

11 Bonding limitation raised from \$3,000,000,000 to \$4,750,000,000 under bill scheduled to pass before April 1. (See page 422.)

13 Under omnibus bill, HOLC permitted to invest additional \$250,000,000 in Federal savings and loan associations.

15 Following on expected passage of bill raising remodeling loan guarantee from \$2,000 to \$50,000, a "Modernize Main Street" campaign to stimulate rehabilitation of commercial buildings was planned by FHA. (See page 422.)

17 New ruling permits mortgage companies as well as banks, insurance companies, building and loan associations to become insured mortgagees under Title II. A new ray of hope for mortgage insurance appeared with the announcement that the two biggest banks in the U. S. (Chase Na-

tional Bank and the National City Bank of New York) had qualified for insurance.

18 Required capitalization for national mortgage associations scheduled for reduction before April 1 from \$5,000,000 to \$2,000,000, and bond issuance limitation to be increased from 10 to 15 times capital stock. Though no associations existed last month, five were reported ready to go as soon as above changes in law were made.

20 Finding private interests non-cooperative in forming new mortgage companies, the RFC formed its own. (See page 430.)

22 Length of life, subject to final approval by Senate and House conference committee, extended to January 1, 1936.

28 Before Senate and House sub-committees, Governor Eccles pleaded for passage of his bill. The best guess was that if it passed the Congress at all, it would be greatly modified in form.

POWERS



Safety Water Mixing Valves

For Shower Baths

Powers mixers prevent scalding caused by failure of cold water supply or by pressure changes due to use of nearby showers, faucets or flush valves. They keep the temperature of the shower where the bather wants it without any "shots" of cold or scalding hot water.

Group and Gang Showers

Powers mixing valves are also used for the control of water temperatures of showers in groups of from 2 to 20 showers. They may be used to establish a maximum temperature in the hot water supply so as to protect the entire group from danger of scalding or to place the entire group of showers under the control of an attendant.

Zone and Progressive Showers

Where compulsory bathing is required before entering swimming pools, lane showers are divided into four zones, each controlled by a Powers valve. First zone is maintained at 105° F; second at 90° F; third at 75° F; and fourth at 60° F. Because of its efficiency and its hygienic and sanitary advantages, this type of shower is rapidly increasing in popularity.

Hospital Hydrotherapy

In infant baths, continuous flowing baths, control tables, douche baths, arm and leg baths, colonic irrigation apparatus, photographic baths, and hot water line control, Powers mixing valves are indispensable because of their safety features.

See our advertisement in SWEETS or write for bulletins to The Powers Regulator Co., 2720 Greenview Ave., Chicago or 231 East 46th St., New York. Offices in 43 Cities—See your phone directory.

Quick Service
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A PATTERN FOR WOULD-BE BORROWERS

under FHA's new lending limits is provided, as \$10,000 spent on a \$160,000 store building doubles its rentals.

HAD the National Housing Act been sooner put into effect, with modernization loans of up to \$50,000 on commercial buildings permissible, as they probably soon will be, the owner of one rambling, down-at-heels store building in Chicago's Rogers Park section, typical of the kind to be benefited by the proposed amendments to the NHA, might not last year have lost his building to the mortgagees, the Michigan-Federal Finance Co.

Last month, however, Michigan-Federal Finance, itself in no need of U. S. assistance, had completed a rehabilitation job on its Morse Avenue building well worth the attention of every landlord who does intend to borrow under the new FHA plan to resuscitate his property.

When Michigan-Federal Finance took over its building, accommodating a garage, bowling alley and billiard hall, and eight stores, only three of the stores were rented. The rental income was \$6,000, and this was "hard to collect." The building's façade, of wire cut brick trimmed with cut stone, was a rickety looking affair, which intermittent checkerboard insets and an erratically scalloped parapet, topped off at each end by two white urns, served little to improve.

Called in to see what he could do toward improving the building's store fronts, Architect B. Leo Steif amazed the owners by presenting a plan for remodeling the whole building at a cost of \$10,000. To Michigan-Federal Finance, with approximately



Photos, Industrial Studio

Modern Lines for Checkerboards and Urns

\$160,000 invested in the property, the proposition sounded good, and Architect Steif was put to work. Chief strategy which he employed was that of applying Portland cement stucco (three coats) directly on the brick after the large window spaces had been bricked in and new openings had been cut. Proceeding conservatively, he used brick from the existing building for this work. The rough surface of the wire cut brick formed an excellent bonding surface for the stucco. To obtain the fluting above and below the window openings (see cut), the stucco was run in molds of sheet metal, half at a time.

Generous use was made of cut cast stone, especially in the main entrance feature where it was used over the full height of the facade, and also for the coping along the entire front. Polished cast granite was used for the base course and for the piers between the stores. Store fronts of stainless steel, including sash and bulkhead base, completed a job characterized by its thoroughness, its structural and economic soundness, and, architecturally, a pleasing degree of unity and simplicity.

With the assertion that there exists "a large and fertile field for just such type of architectural service," Architect Steif explained in summarizing his method of procedure in modernizing that every effort must be made to use as much of the existing materials as possible, and to hold costs down to a minimum. "In this regard," he admitted, "we have been greatly aided by the vast amount of new materials and devices now on the market."

Upon completion of the alterations, a steady flow of applications for space in the building began to come in, and at present the building is fully rented, at a total figure of \$11,000. Exclaimed Jule Adler, Michigan-Federal representative: "It cannot be recognized as the same piece of property. It is almost unbelievable . . . By adding 8 per cent to our investment we were able to almost double our rental . . . Suffice it to say I am very well pleased."

THANKS TO ARCHITECT STEIF:

Original Investment	\$160,000
Original Gross Income	\$6,000
Original Gross Return	3.75%
Present Investment	\$170,000
Present Gross Income	\$11,000
Present Gross Return	6.47%

EARNINGS

LAST month earnings reports for the year 1934 (or the last quarter thereof, where stated) of the following representative building product companies were available for comparison with reports for 1933:

(000's omitted; D—deficit)	1934	1933
American Asphalt Roof	\$89	\$50
American Encaustic Tiling	555 D	1,638 D
American Hardware	244 D	268 D
American Seating	134	174 D
Archer-Daniels-Midland (linseed oil; last quarter)	670	563

	1934	1933
Armstrong Cork	\$1,973	\$2,386
Bridgeport Brass	576	315
Certain-teed	852 D	1,072 D
Congoleum-Nairn	2,102	2,063
Crane	1,022	1,875 D
Curtis Lighting	50 D	85 D
Dresser, S. R.	112	46
Flintkote	549	315
General Paint	201	51
Heywood-Wakefield	174 D	740 D
Hibbard, Spencer, Bartlett (hardware)	520	279
Holland Furnace (last quarter)	190	16
Hutting Sash & Door	1 D	29 D
Hydraulic-Press Brick	422 D	499 D
Illinois Brick	388 D	648 D
Iron Fireman	522	331
Kelvinator (last quarter)	290 D	342 D
Minneapolis-Honeywell	1,008	831
Mohawk Carpet	74 D	347
National Gypsum	322	273
National Sash Weight	74 D	78 D
Pittsburgh Plate Glass	5,764	3,994
Reynolds Metals	1,642	1,447
Rubberoid	416	147
Segal Lock & Hardware	10 D	65 D
Servel (quarter ended Jan. 31)	215 D	403 D
U. S. Gypsum	2,155	1,738
Youngstown Sheet & Tube	2,589 D	8,343 D

ADVERTISEMENT

ADVERTISEMENT

HYLO INSTALLATION CUTS FUEL BUDGET IN MILITARY HOME

Webster Modernization Program Saves \$3,456.22 In Two Seasons Operation

LOWER MAINTENANCE COST

Secures Heating Uniformity During Severe Weather; Called Wise Investment

REMOVES OLD COMPLAINTS

Eric, Pa.—How the Pennsylvania Soldiers' and Sailors' Home saved \$3,456.22 in the first two seasons after heating modernization is revealed in the three-year operating record kept by Col. David B. Simpson, Commandant.

During the 1931-32 season, the Home used 2,365 tons of coal. A survey was made to determine if heating modernization could reduce the expenditure and improve the heating system after the winter. Webster engineers were confident that Webster Hylo Control would achieve both of these results. They produced records of savings in scores of similar buildings, many of them newer than the Soldiers' and Sailors' Home. Modernization was authorized and completed in the fall of 1932.

During the ensuing season, after making corrections for degree days, Col. Simpson reported the saving of 534 tons, or 22.6 per cent reduction. With coal averaging \$2.90 a ton, this meant a reduction of \$1,597.90 in the 32-33 heating budget.

The unusually severe '33-'34 winter, regarded as an acid test for the modernized system, saw a reduction of 534 tons from the '31-'32 figure. With coal retailing at \$3.48 a ton, this 22.6 per cent reduction meant a dollars and cents saving of \$1,859.32.

"In addition," Col. Simpson points out, "under the improved system we have no more maintenance. Losses due to negligible proportions. The elimination of freeze-up and leaking radiators means an annual saving for plastering alone, of \$50 to \$600."

The Hylo Controls, installed in the Soldiers' and Sailors' Home, have been exceptionally effective where a number of buildings are heated from a central power plant. Steam can be circulated efficiently severally and directly to heating system of an entire group of Webster Systems of Steam Heating, which are equally effective in new buildings and in the modernization of outmoded equipment.

"We have constantly enjoyed real heating comfort, regardless of outside weather conditions," Col. Simpson said. "Our old heating complications in various parts of the institution have been entirely eliminated. I personally feel that the money expended for this heating system modernization was the best investment we ever made."

If you are interested in (1) improved heating service and (2) lower heating cost in your building, address WARREN WEBSTER & CO., Camden, N. J. Pioneers of the Vacuum System of Steam Heating Branches in 62 principal U. S. Cities—Established 1888

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FLOODLIGHTING FOR DARK COURTS

is tried in Manhattan; \$2,300 may decide the fate of \$40,000 as the lights go on in a Bowery Savings Bank apartment's airshafts.

FORTUNATE indeed is the apartment house owner who is unbothered by the problem of insufficiently lighted rooms, situated on deep, dark airshafts of the sort prevalent in much of the apartment planning of the '20's and earlier. In progress in Manhattan last month was an experiment of considerable moment to those thus plagued.

Many a suite in the 14-story apartment house at 100 Central Park South, which the big Bowery Savings Bank took over early this year, gets its light from an airshaft. A dozen and a half of these, the "F's" and the "G's," from the third to the tenth story, are vacant due to lack of light.

The rents are substantial at 100 Central Park South, for from the front windows of the Bowery's apartments one gets a view which is unsurpassed in all New York. Thus the financial seepage occasioned by the vacancies in the "F's" and "G's" amounts quite naturally to from \$30,000 to \$40,000 yearly.

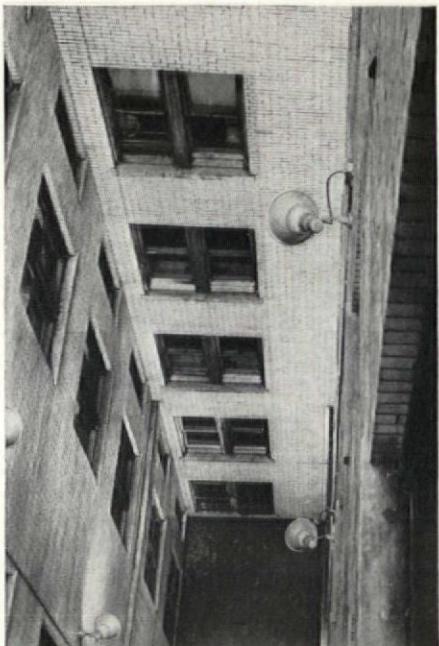
The back windows in some of 100 Central Park South's apartments, previous to last month, disclosed scarcely a better view than that with which the average tenement-dweller, peering out into the elongated sextagonal well which marks his house a "dumb-bell flat," is familiar. This was so not because of faulty planning (for 100 Central Park South is an extremely well planned building) but because close behind it, in the late 20's, a mighty neighbor had risen to block all sunlight from the south—the tall Barbizon-Plaza Hotel.

From time to time the apartment's owners had attempted to remedy the situation by changing the building's interior layout. In so doing they had succeeded in running up the total of 220 violations of New York's building code, which the Bowery's real estate experts discovered in checking over the structure.

To rectify these, and to put the building into shape for sale, the Bowery has plans for spending \$25,000 to modernize it. But highest of its hopes rests with the expenditure of a comparatively small part of that amount for lighting the rooms on the building's ink-black inner courts, according to an extraordinary proposal advanced by the building's managers, Brown, Wheelock, Harris & Co., whose renting man, Ernest L. Davis, got the idea from an electrical engineer named Smith.

One day while lunching with Renter Davis, Clifton E. Smith, an electrical engineer with many a big Manhattan job to his credit (he handled the wiring of the

New York Daily News Building), suggested that 100 Central Park South's airshafts be painted white and floodlighted. The light could be stepped up easily in the mornings and dimmed gradually in the evening just like the sunshine, he explained



Bernard Hoffman

Tenants Above the 10th Squawked

over a cocktail. Next day Mr. Davis called to say "You're on."

Relayed to the Bowery's real estate department, with an ear for anything which might up its renting percentage at 100 Central Park South, the idea had taken. Well

aware was the Bowery of the way in which prospective tenants had backed shudderingly out of the building's dark inner rooms, and fully willing was it to try Manager Davis' suggested expedient. With the Bowery that expedient has been from the first frankly an experiment. Whether Mrs. Tenant is going to like the light from the series of General Electric 1,000-watt Novalux lamps which line the court outside her kitchen window is a question which Mrs. Tenant alone is going to be able to answer. To date, the bank has only the reaction of the tenants above the tenth story, beyond which it was thought that the sun took sufficient care of matters, in testimony—the squawks from these tenants at its failure to carry the lights further up.

Cost of the equipment, which is weather-proof and requires no attention other than the occasional adjustment of a time clock, was \$2,300. All of it is General Electric equipment excepting the Ward-Leonard motor-operated dimmer, which is arranged with reduction gear for fifteen-minute dimmer control.

A dip into the building's finances gives evidence enough of the worthwhileness of the experiment. With \$958,000 invested in the building, the Bowery is at present obtaining approximately \$100,000 annually in rent from it. These figures it hopes to increase to \$142,000 upon judicious expenditure for rehabilitation. Forty thousand dollars of the hoped-for \$142,000 must somehow be realized from the building's inner court rooms.

To modernizers for low-cost housing, as well as to all light problem plagued apartment managers, the Bowery Savings Bank's inner court floodlight experiment at 100 Central Park South was well worth watching. THE ARCHITECTURAL FORUM will keep its glimmers trained the Bowery's way, plans in its May issue to summarize the results of the "world's largest" savings bank's entire program of modernization, presenting the best of its jobs, its technique in detail. If indication there is, by that time, of the efficacy of the Bowery's airshaft floodlighting, such will not be overlooked.



Gloom Dispelled by the Bowery's Floodlights



Bernard Hoffman



Pipe maintenance, costs go down!



When NATIONAL Copper-Steel Pipe is adopted for soil, waste and vent lines, rain leaders, and steam returns in office buildings, factories or residences, maintenance costs go down. This fact is being turned to account more and more every year as those responsible realize that it is especially in these lines that atmospheric corrosion or alternate wetting and drying conditions prevail. They know that pipe weakened by corrosion must be replaced.

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There is no drawback in cost—just a trifle above regular steel pipe; and the durability it affords is unsurpassed by any ferrous metal except the stainless alloys. Begin now to use NATIONAL Copper-Steel Rust-Resisting Pipe, and keep pipe costs down. Descriptive literature sent upon request.

Look For The Green Color! National Copper-Steel Pipe is marked as follows: Black Pipe—Smaller sizes colored green. Larger sizes, two green stripes running lengthwise. Galvanized Pipe—All sizes, two green stripes running lengthwise.

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The Wells Building itself in less than a year. Smaller buildings are saving from 20% to 40% on their heating costs with similar systems. Write us for further information.



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THE RFC MORTGAGE CO.

is formed to finance and refinance income property.

In New York, Chicago, Dallas, and a half dozen other cities during the last three months Jesse Jones has been begging his banker friends to form mortgage companies to finance and refinance commercial buildings, hotels, apartment houses, and other buildings of a type not provided for under existing New Deal Legislation. He was willing, he said, to match them dollar for dollar with RFC money. But his friends turned him down.

"I'll start one myself," he warned them, but his friends still thought it was a threat to make them change their minds.

Last month, however, Jesse Jones was as good as his word. With \$10,000,000 he organized the RFC Mortgage Company, in Annapolis, Md., its stock wholly owned by the RFC. In a letter advising President



Harris & Ewing—Globe

Income Property's Alley

Roosevelt of the step, Mr. Jones said: "Pending the organization of privately owned companies, we feel that some measure of relief can be given in certain instances by our making such loans through a company under our own management."

To boss the new company, he tentatively lifted out of his legal department Assistant General Counsel James B. Alley. A Harvard man, as most of the RFC's lawyers are, Counsel Alley has until now had charge of the RFC's Bank Reorganization Department, which has supervised over \$3,200,000 in advances to banks.

No hint of what the RFC Mortgage Company's lending terms would be had been given by the middle of last month.

● **ARCHITECTS:** Think of tomorrow, when you specify decoration today. You can find new sources of beauty in Wall-Tex, and your clients will appreciate its beauty because it is lasting.

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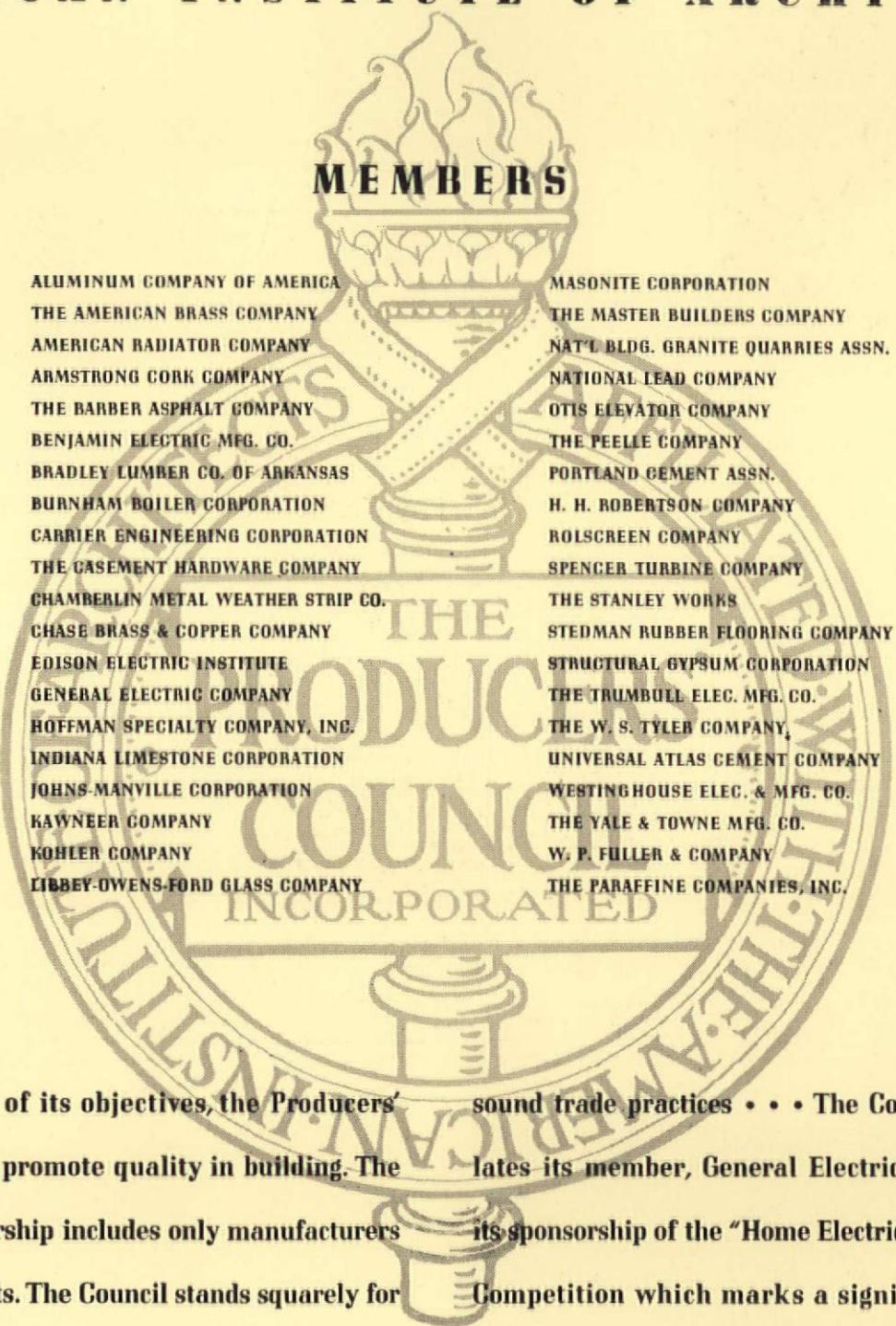
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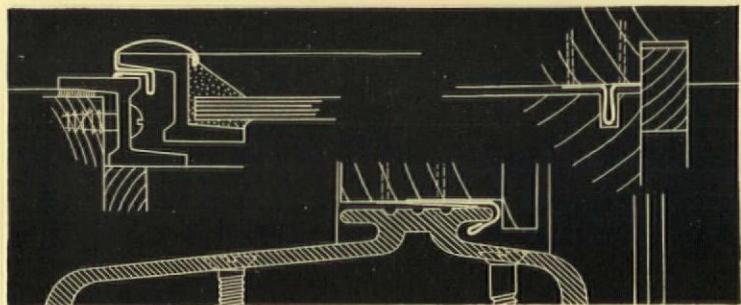


Most important of its objectives, the Producers' Council seeks to promote quality in building. The Council's membership includes only manufacturers of quality products. The Council stands squarely for meritorious architecture, good construction and

sound trade practices . . . The Council congratulates its member, General Electric Company, for its sponsorship of the "Home Electric" Architectural Competition which marks a significant forward step in raising the standard of the American home.

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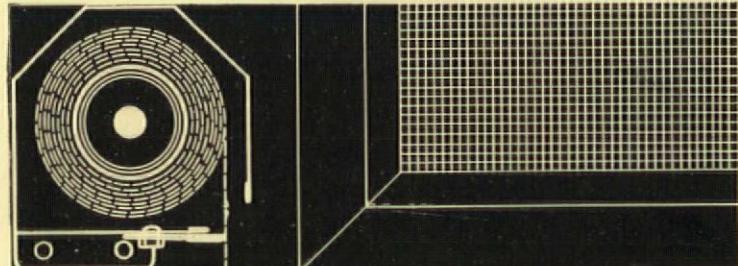


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There is a difference in the quality of asphalt shingles—and quality is largely determined by the asphalt with which they are coated.

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The various types of Genasco Shingles illustrated here all have the exclusive Genasco "Slam-Test" feature.



GENASCO BARB-LOCK SHINGLES—an economical shingle of new design laid by the "Dutch lap" method. Colors to harmonize with architectural or color scheme of the building, include a rich warm Red, a pleasing Klinker Brown, a Blue-Black, a Green Tone, a brilliant Indian Red (Chinese Red), a Brier Green, and Mix-Tone—an autumn leaf coloring.

GENASCO LATITE SHINGLES have an exclusive patented feature which locks each shingle securely to the adjoining shingle. They have a double thick butt, which gives the roof that desirable shadow line. In a choice of beautiful colors, including Red, Green, Blue-Black, Klinker Brown, Mix-Tone, Chinese Red (Indian Red), and Brier Green. Additional colors available only in certain sizes, are Cedar Red, Cypress Green, and Spruce Gray.

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GENASCO SEALBAC SHINGLES have a beauty that is all their own. Their appearance and quality have met with the unqualified approval of architects and home owners everywhere. Furnished Individual and in Strips (Multi-tab) with square butts—in a variety of colors and blends.

ILLUSTRATED FOLDERS IN COLORS OF EACH TYPE OF GENASCO SLAM-TEST SHINGLES SENT UPON REQUEST

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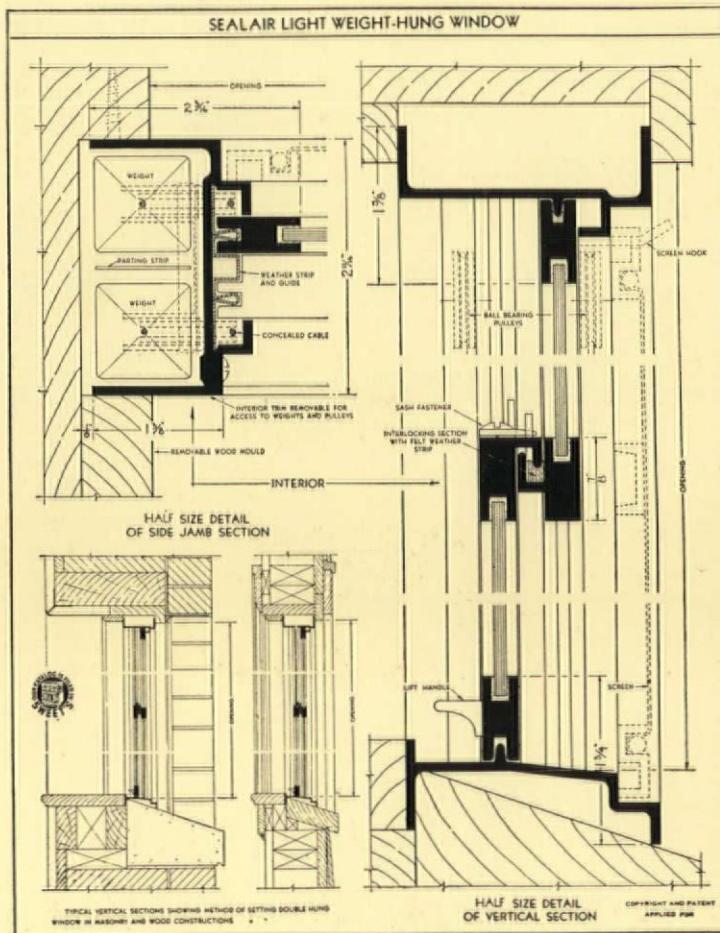
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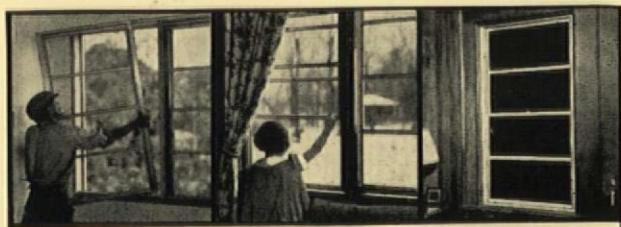
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★ **NEW BEAUTY** of design and color. A smart, modern window yet suitable for any type of architecture since lights may be divided as desired. A companion light aluminum casement is also available.

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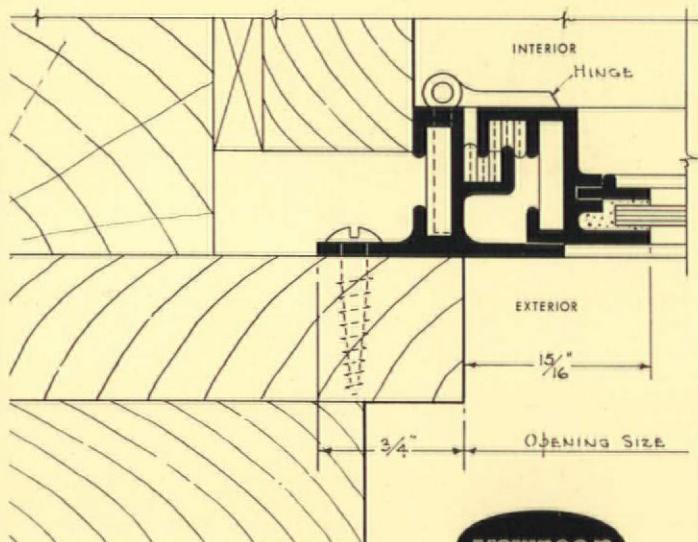
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IN ALUMINUM OR BRONZE * AT NEW LOW COST

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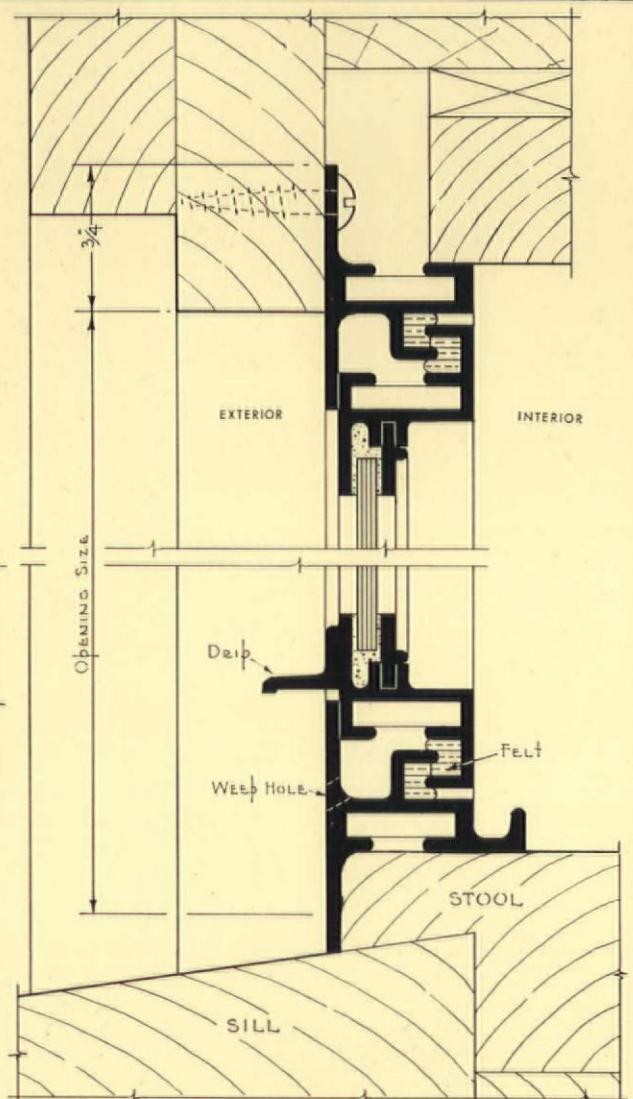
Note famous Sealair 3-point contact — two metal against felt and one metal against metal—as in the larger Sealair casement windows.

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HORIZONTAL SECTION THRU FRAME CONSTRUCTION.

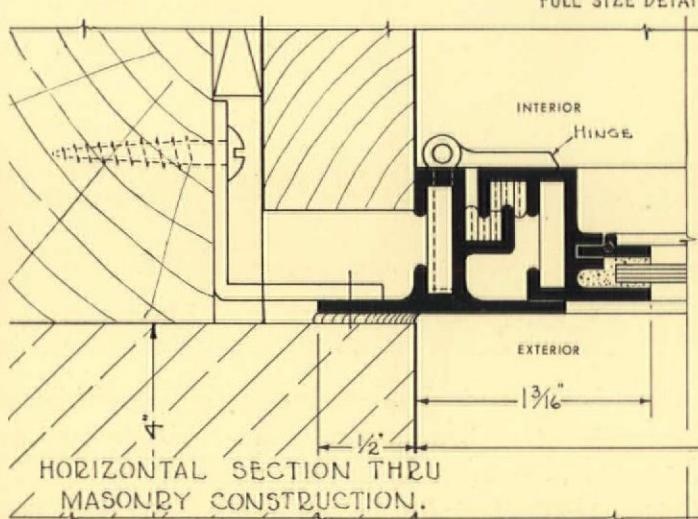
FULL SIZE DETAILS



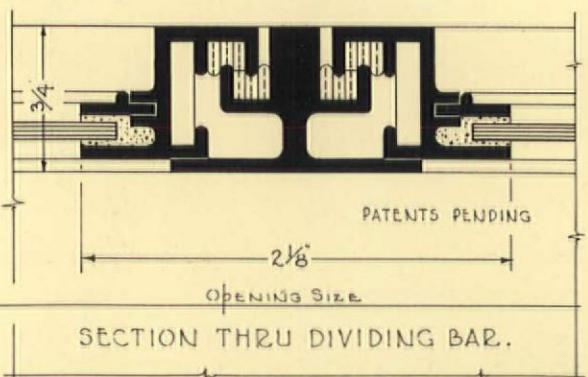
VERTICAL SECTION THRU FRAME CONSTRUCTION.



SECTION THRU MUNTIN.



HORIZONTAL SECTION THRU MASONRY CONSTRUCTION.

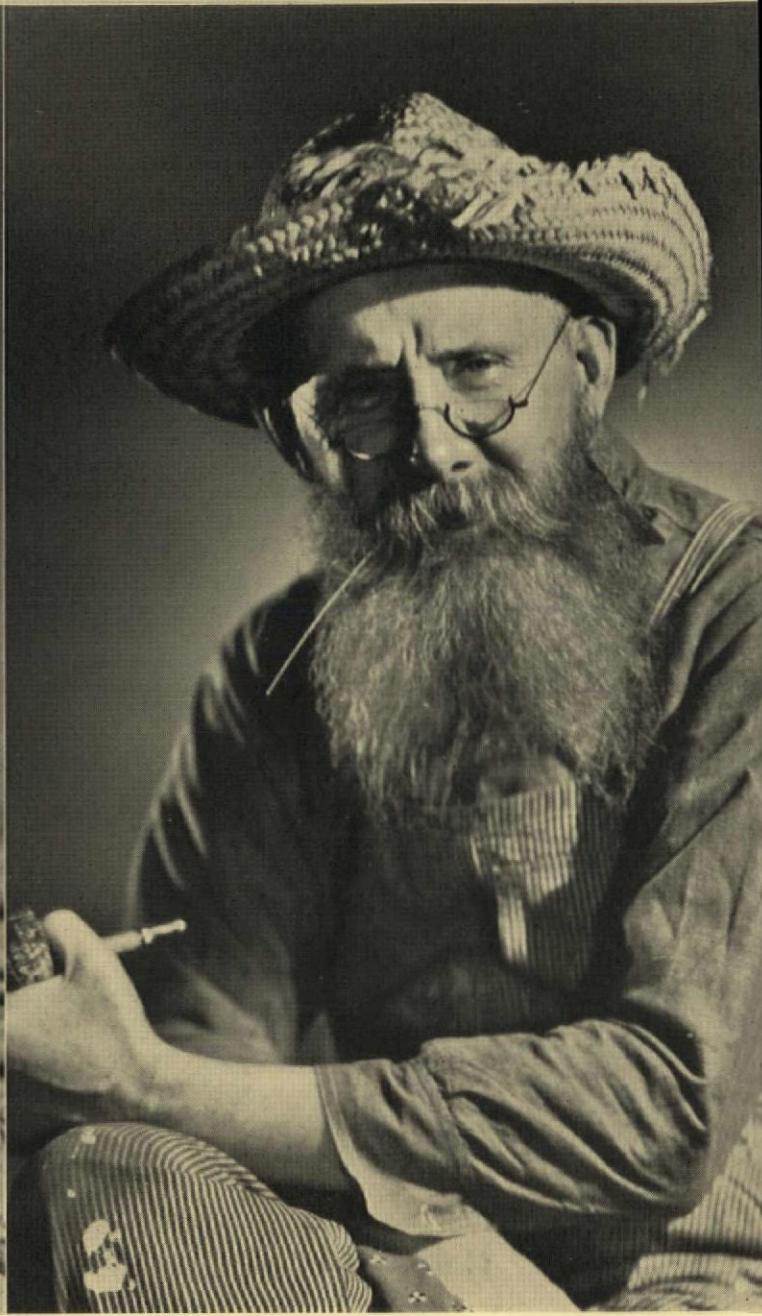


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Even the PHOTOGRAPHER was stumped



Even the photographer was stumped! John Paul Pennybaker, of Underwood & Underwood Illustration Studios, took these two photographs . . . one **THROUGH** a piece of L-O-F Quality Window Glass, and the other with **NOTHING** between the camera and the subject. When a proof of this page was shown to him **EVEN HE COULDN'T TELL WHICH WAS WHICH.**



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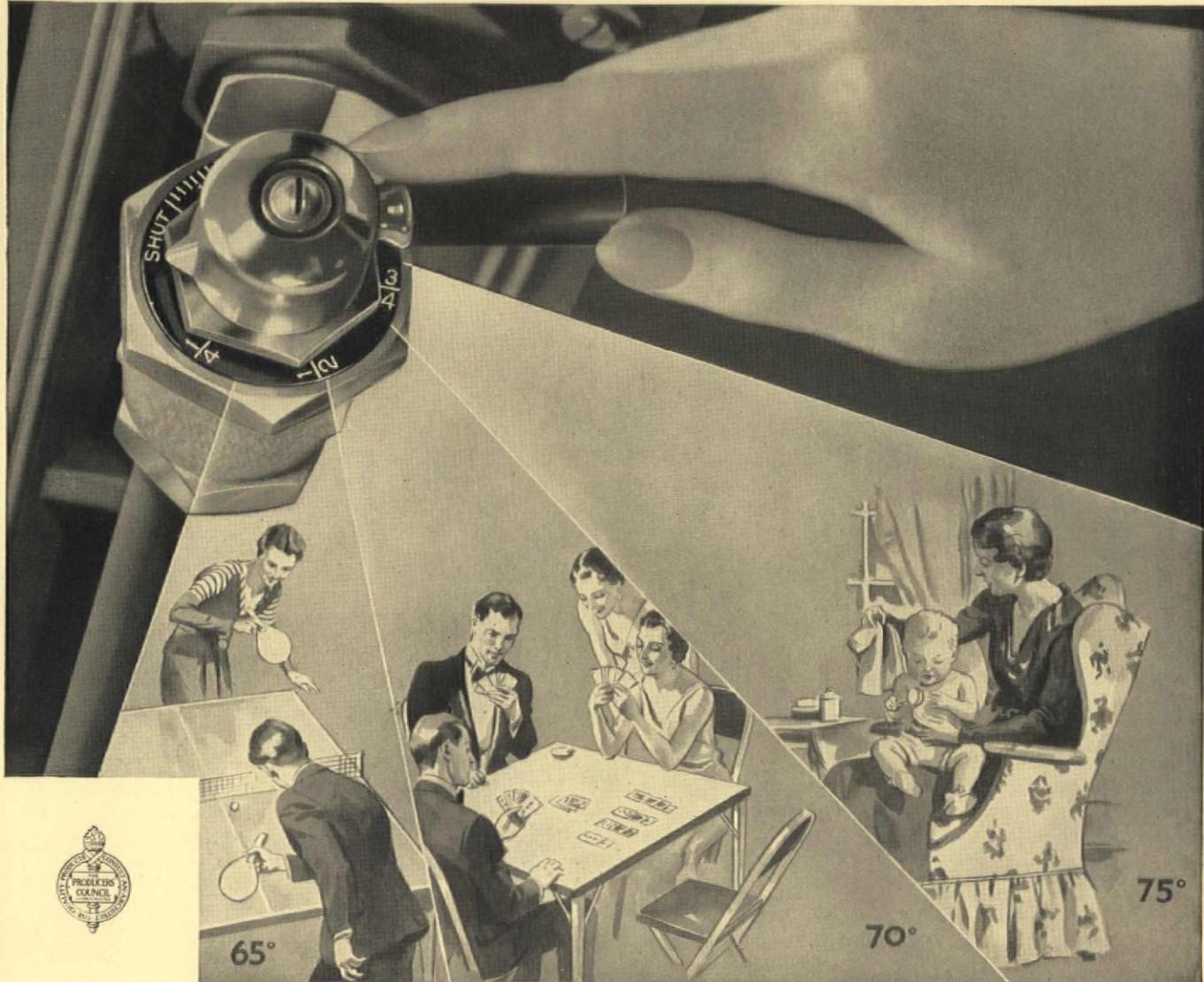
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For complete descriptions of Temlok and other Armstrong building products, see the current issue of Sweet's. Samples and additional information will gladly be sent on request. Just write, Armstrong Cork Products Company, Temlok Division, 900 Concord Street, Lancaster, Pa.

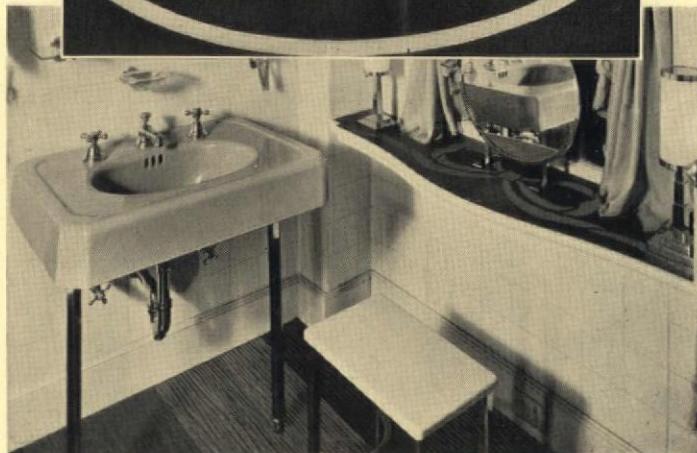
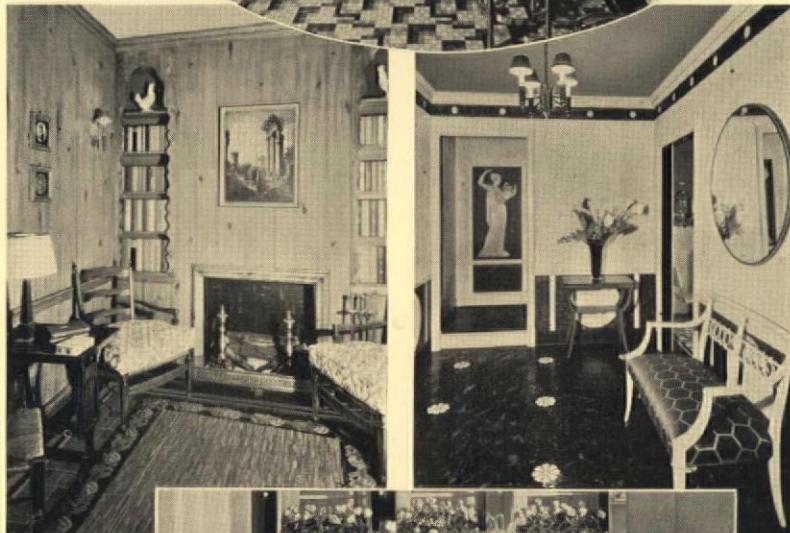
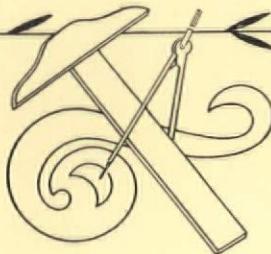


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THERE'S not a single room in the whole house that cannot be made smarter and brighter with the right floor of Armstrong's Linoleum. These modern floors have earned their place in the decorative scheme—and a big place it is. With a wide range of patterns and limitless custom-built effects available, there is no room where you cannot take advantage of the linoleum floor as an integral element in your plan of decoration. Whether in cottage or mansion, there is an extra measure of smart individuality to be gained from the floor of Armstrong's Linoleum.

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**Armstrong's
LINOLEUM FLOORS**



WHAT IS MODERN VERTICAL TRANSPORTATION PRACTICE IN DEPARTMENT STORES?

STORES of more than two stories always involve consideration of either elevators or escalators, or both, depending upon the number of floors and the merchandising capacity of the floors above and below the first floor. Because of the inherent advantages of escalators, they are being considered to a very much greater extent than a short time ago. In some cases they are *exclusively* used to serve all merchandising floors. This practice will probably be more generally adopted in the future.

A number of stores have demonstrated the advisability of transporting employees on escalators, not only because it is a cheaper means, but because customers dislike to be herded into elevators with chattering employees. Where this practice is in effect and the elevators are reserved for customer use only, some of them may be shut down during the slack periods of the day.

Escalators serving all merchandising floors are justified in the leading department stores. In other stores, however, the question as to whether they should be recommended to serve all sales floors initially is dependent upon the size and character of the store, the type of merchandise or occupancy of the uppermost floors, and also consideration of employee service. Escalators should always be recommended to serve to at least the topmost intensive sales floor, with provisions in building construction to extend them higher when conditions so justify.

UP and DOWN escalator service is usually recommended, in order to balance the vertical transportation system, which would otherwise put an exceptional DOWN load on the elevators if the escalators operated only in the UP direction. The question as to the number of each type of unit, that is, elevators and escalators, that should be required in any store to render adequate service in both quality and quantity, is determined by the merchandising capacity of the floors, the area, and the relative proportions thereof. Also, due consideration must be given to the number and relative location of street entrances as well as volume of traffic, including its proper distribution and circulation within the store.

In a typical medium-size store of compact proportions, service can usually be most adequately supplied with a single group of escalators and a single group of elevators. The proportion of elevator traffic is thus taken care of with the minimum number of elevators and in a desirable single compact group. Larger stores may require a duplication of this arrangement or of one or the other of the units. In any case, location and arrangement of the system is of vital importance. The number of elevators in the group is governed by the number of floors served by the elevators and escalators, and by the feasible space available for the bank of elevators. The governing factor is that of quality service, indicated by the waiting intervals between cars. Moderate height stores may often have suitable intervals when using less than six elevators.

Passenger elevators of the intensive service type are those which make no useless trips above the uppermost intensive sales floor and no useless stops at any floor. This need is met with Otis Department Store Signal Control elevators, which operate at the highest practical speed, and have platforms of favorable proportions as to width and area. This type of control cuts the round-trip time of elevators and consequently a smaller number are required in a group to secure the advantages of short intervals between cars and provide an improved quality, together with the greater quantity of service. For good service, the groups of elevators should be 50 feet or less in width, and not more than 60 feet, under any circumstances.

The quantity of vertical transportation is determined by the number of persons to be transported above and below the first floor per hour, compared to the number of square feet of transportation area and the density to which the merchandising area must be saturated with shoppers during the peak periods of normal busy days, in order to attain the maximum merchandising capacity of the store.

Complete and detailed information on the subject of Vertical Transportation Systems for all types of stores is available to architects and engineers, without obligation, upon inquiry to the nearest Otis office.

OTIS ELEVATOR COMPANY

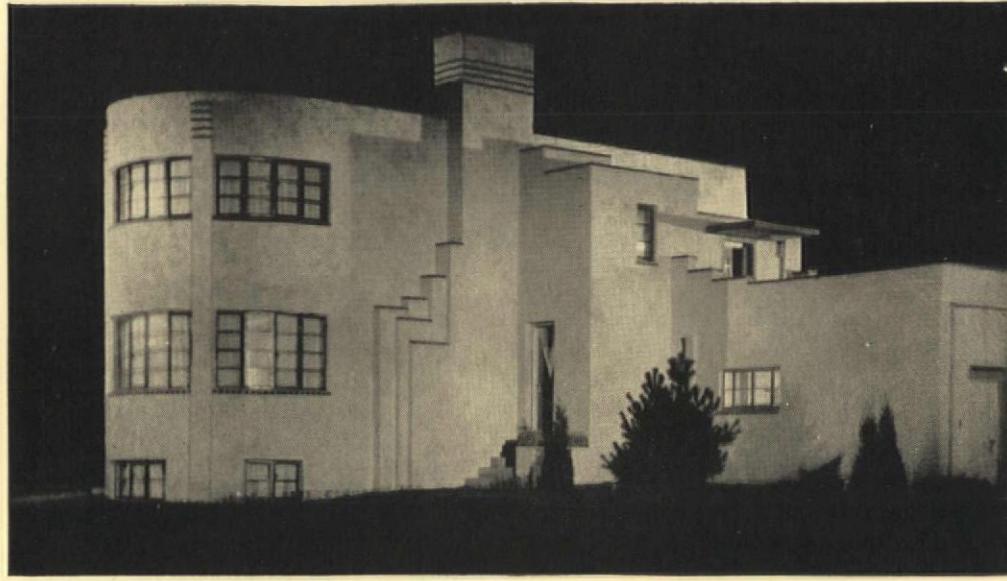
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Built by the Omaha Junior Chamber of Commerce.

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| <input type="checkbox"/> Precast concrete joist floors. | <input type="checkbox"/> Manual of residence floor construction |
| <input type="checkbox"/> Concrete ashlar masonry. | <input type="checkbox"/> Portland cement stucco and plaster. |
| <input type="checkbox"/> Concrete improvements around the home. | <input type="checkbox"/> Quality concrete making. |

Name.....

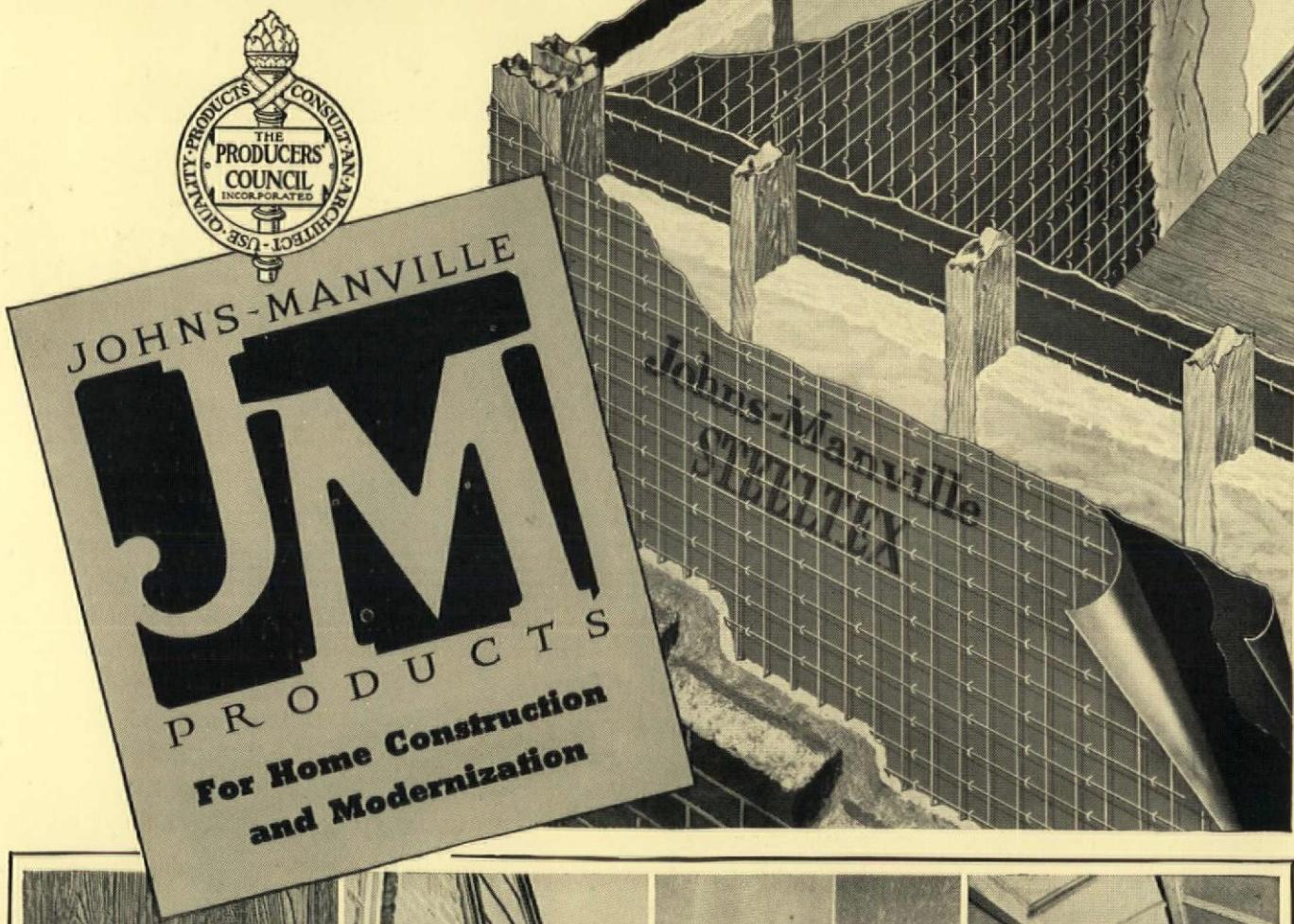
Business or firm.....

Address.....

City..... State.....

.... and speaking of

J-M STEELTEX for Plaster and for Brick Veneer insures greater structural strength, fire safety and watertightness. The masonry construction shown in our illustration is monolithic—a solid slab of brick, reinforced cement-mortar and waterproofed membrane backing. The plastered wall is completely reinforced to minimize structural cracks.



Cedargrain, the new J-M Asbestos Siding Shingles. In grain, texture and color exactly like fine, gray-stained wood shingles. And, like J-M Asbestos Shingles for roofs, they are fireproof and permanent.

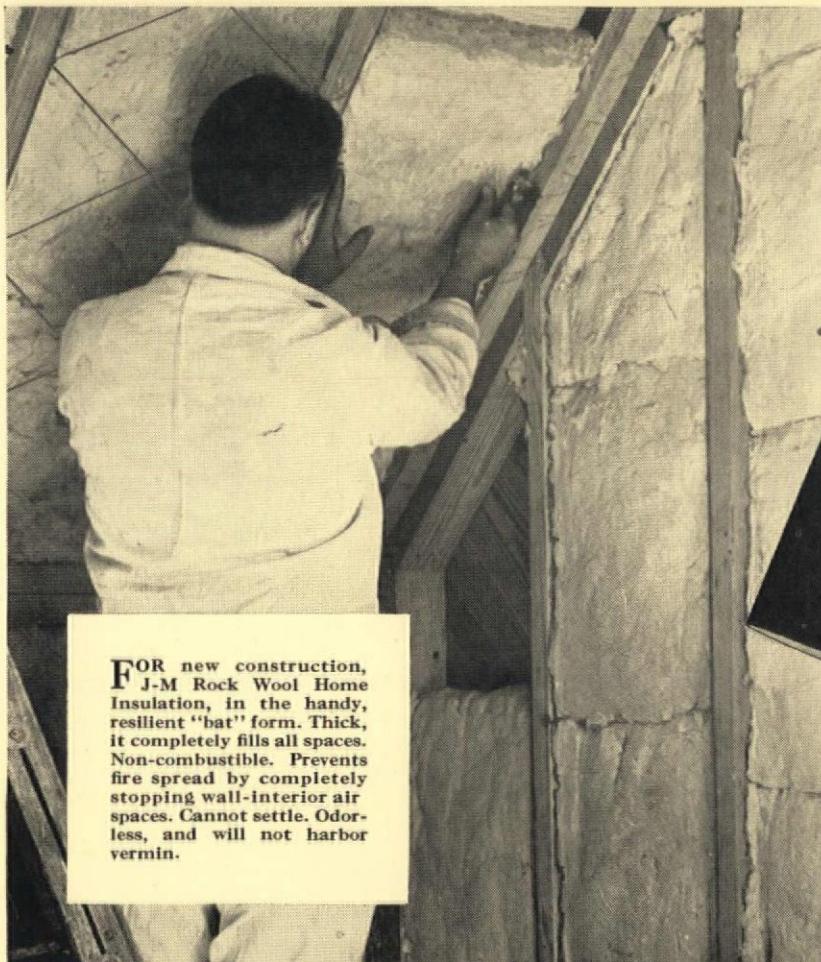
J-M Asphalt Shingles are colorful, durable, fire-resistant. Wide range of colors and blends, wide variety of weights and sizes, meet virtually every demand for pattern, color scheme, price.

J-M Asbestos Flexboard, the new flexible asbestos-cement sheet, saws, nails and works *like wood*. Attractive colors go all the way through. Permanent. Durable. Fire-resistant.

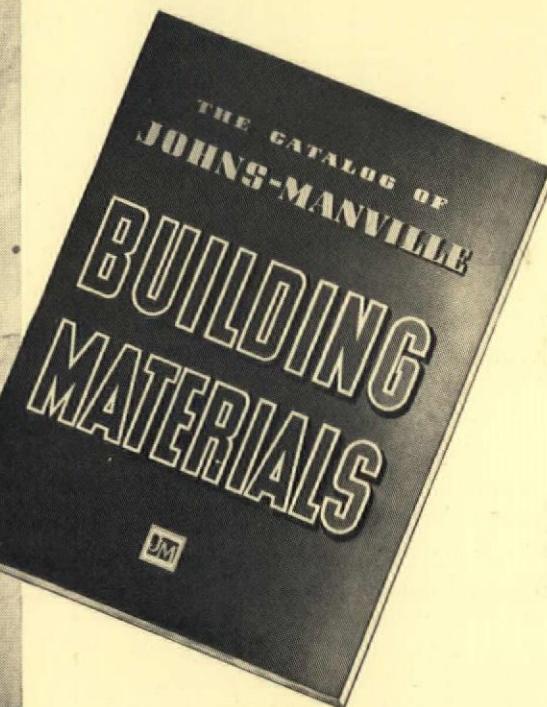
J-M Decorative Insulating Boards, inherently good-looking, susceptible to interesting decorative treatment, add charm to *any* room. Economical to apply; virtually free from maintenance.

Modern Home Planning

Consider these J-M contributions to beauty and livability, economy of maintenance and permanent protection from fire and the elements



FOR new construction, J-M Rock Wool Home Insulation, in the handy, resilient "bat" form. Thick, it completely fills all spaces. Non-combustible. Prevents fire spread by completely stopping wall-interior air spaces. Cannot settle. Odorless, and will not harbor vermin.



STORY of the complete J-M line in interesting pictures and text, some pages in natural color, numerous application diagrams. Mail the coupon.

THE STRUCTURAL WALLS . . .
J-M Steeltex assures thoroughly reinforced interior and exterior walls, fire resistance and watertightness.

The insulation . . . J-M Rock Wool "bats" are efficient, permanent and non-combustible. Uniform in thickness and density, they eliminate voids or thin spots, provide maximum insulating effectiveness.

The roof . . . Colorful J-M Asbestos Shingles are an attractive and permanent solution. Never wear out. Can't burn. (Where first cost must be minimized, J-M Asphalt Shingles are notably handsome, long-lived, and fire-resistant.)

The interior walls . . . Johns-Manville's line of materials for modern interiors includes a varied and interesting group of *Decorative Insulating Boards* . . . the amazing new *Flexboard*, a flexible asbestos-cement sheet that works like wood . . . *Asbestos Wainscoting*, in large "tile-like" sheets that make ultra-modern kitchens and bathrooms possible

to the limited budget. All of these materials are inherently good-looking. They are susceptible to interesting decorative treatment. They are durable and easily and economically applied.

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May we tell you the complete story of our complete line? The coupon brings our new Building Materials Catalog.

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AF-4-35

HERE'S A FLAT PAINT FINE enough to be used here...yet DURABLE



First National Bank, New Kensington, Pa. Walls and ceilings painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor Thomas Ormesher. Bank reports many favorable comments regarding job. Small picture shows rough stucco exterior of Salem (Oregon) Capital-Journal Building after painting contractor E. P. Reasor had applied two coats of Lead Mixing Oil and white-lead. Owner writes in appreciation of fine appearance as well as water-proofing quality of the paint.

WHEN the same flat paint produces beautiful interiors and durable exteriors, that's news!

And to men responsible for the maintenance of all kinds of buildings, it's good news.

This "flat" provides a finish worthy of the handsomest interior, a finish that satisfies the most particular craftsman. It also provides such a tough protective coating and seals so thoroughly that it is ideal for exterior use on concrete, stucco, brick and stone.

The secret of this step forward in flat paint is Dutch Boy Lead Mixing Oil. When added to its companion product, Dutch Boy White-Lead, it produces a finish with the characteristic beauty of a white-lead "flat" plus extraordinary durability.

It is a *tough* finish. Used outside, it withstands the weather year after year;

used inside, withstands washing again and again. It is a finish difficult to soil permanently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

Additional advantages: Easy to mix...just add Lead Mixing Oil to white-

lead. Levels out smooth and free from brushmarks. Requires no stippling. Seals. Hides fire-cracks. And, like all white-lead paint, brushes easily and spreads far.

Final advantage: Economy. With Dutch Boy Lead Mixing Oil you get a white-lead "flat" at a definitely lower cost per gallon.

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak St., Buffalo;
900 W. 18th St., Chicago; 659 Freeman Ave.,
Cincinnati; 820 W. Superior Ave., Cleveland;
722 Chestnut St., St. Louis, 2240 24th St., San
Francisco; National-Boston Lead Co., 800 Albany
Street, Boston; National Lead & Oil Co. of
Penn., 316 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.

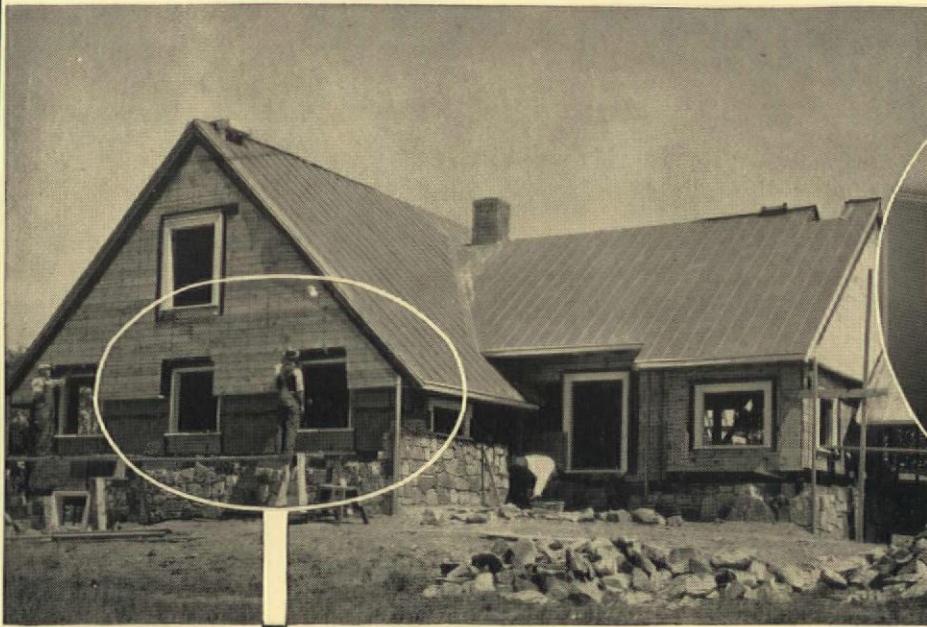


DUTCH BOY Lead Mixing Oil

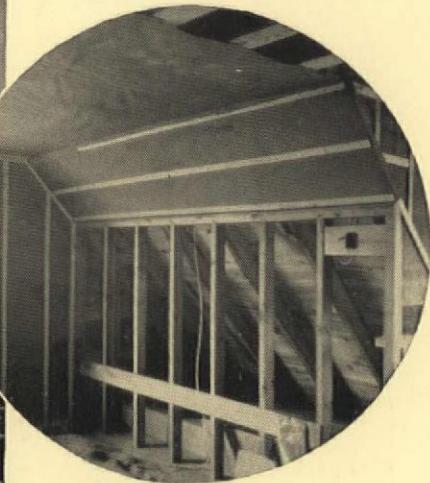
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Weather-proofing the walls of a house in Connecticut with "Electro-Sheet".



How "Electro-Sheet" may be applied on the inside walls and in the attic to minimize loss of warm air and infiltration of cold air.

"Electro-Sheet" Copper seals the house

New *paper-thin* Copper—in long, wide rolls—for Weather-proofing and Damp-proofing Walls, Floors, Foundations, Cellars...protects insulation, keeps out moisture, prevents infiltration

IMAGINE pure Copper as thin as paper...in long rolls, 30 inches wide...and weighing only one ounce

per square foot! But rust-proof and strong! That describes a new development by Anaconda metallurgists... "Electro-Sheet" Copper, which has so many interesting and valuable applications in the building field.

This new Copper product, applied in the same manner as building paper, serves as an efficient and low-cost damp-proofing and weather-proofing material for walls and roofs.

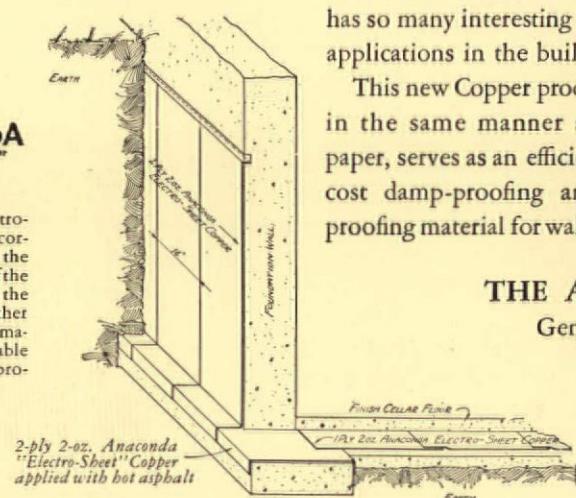
It also prevents moisture from entering basements...keeps cellars dry. It makes houses cooler in summer and easier to heat in winter. The low cost of Anaconda "Electro-Sheet" does not begin to represent the value it gives to any house.

This paper-thin Copper product is available bonded to Sisalkraft paper ("Copper Armored Sisalkraft")...with a backing of 20-lb. asbestos felt ("Copperclad")...and bonded to Robertson Protected Metal ("Copper Covered RPM").

A more durable type of built-up roof construction is provided by the use of plain 2-ounce "Electro-Sheet", with alternate layers of asphalt.

ANACONDA
from mine to consumer

Anaconda "Electro-Sheet" Copper, correctly applied to the walls and floor of the cellar, in much the same way as other water-proofing materials, offers durable and inexpensive protection.



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Architects, suburban developers and lending institutions are urged to consider this type of construction, as the RE-SALE VALUE of such a home is remarkable. One owner recently commented: "The years have proved to me that my home of Ilco Stone is my BEST SECURITY!"



A booklet showing the possibilities of low-cost stone residences is available to those interested.

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Monel Metal Cabinet Sink installed in a West Newton, Mass., residence.

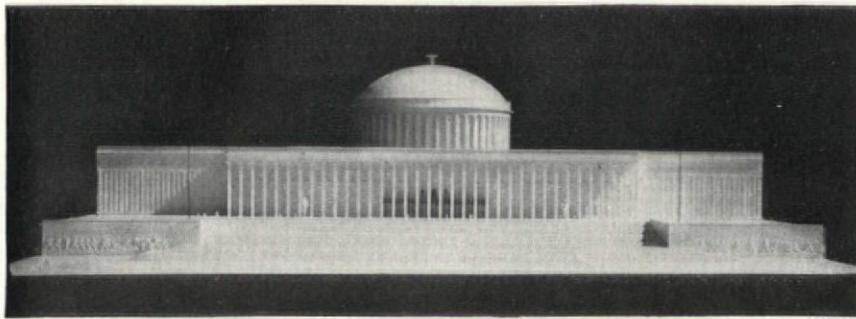
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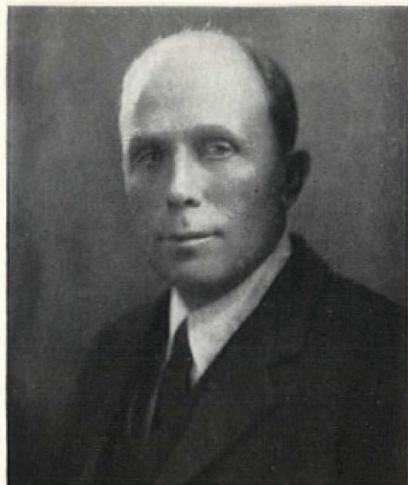


Atlantic

Model for the National House for German Workers, commissioned and approved by Adolf Hitler, to be built on the castle-studded banks of the Rhine. Architect is Clementz Klotz of Cologne. The building will be 1,213 ft. long and 492 ft. deep at the center. The design is similar to the projected convention hall (world's largest) by the late Architect Ludwig Ruff (Arch. Forum, March, 1935, p. 29).

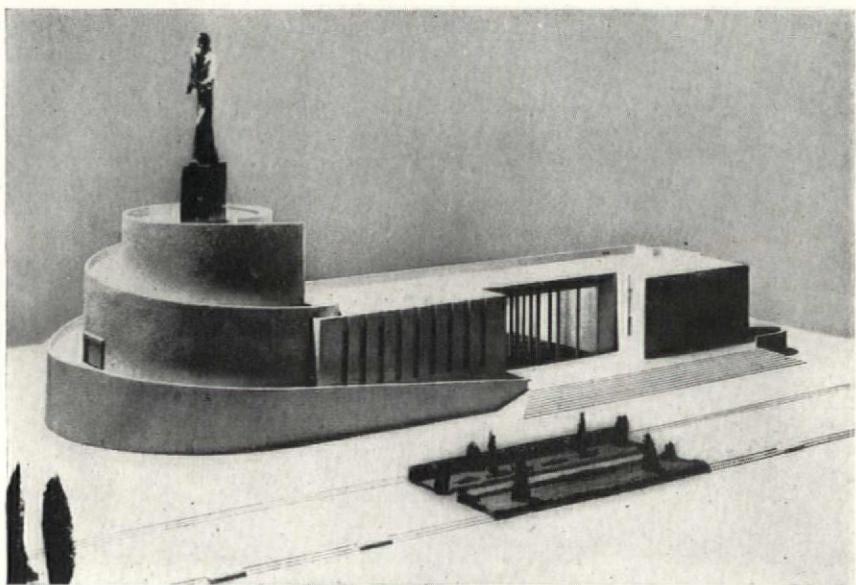


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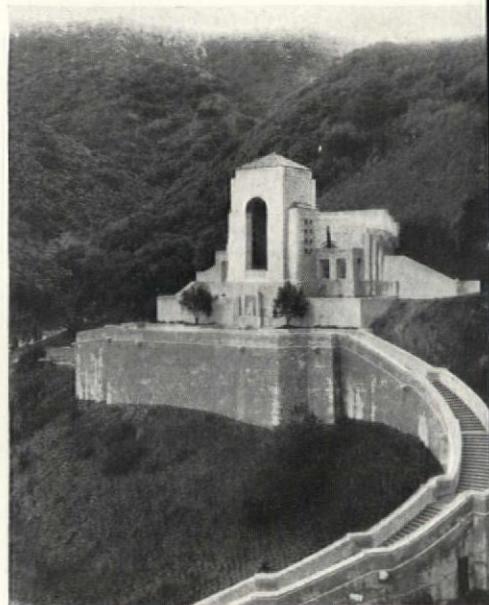


Bachrach

Paul H. Cret (left) and Arthur L. Harmon were last month elected members of the National Academy of Design. Other architect members: Bosworth, Corbett, Freedlander, Hewlett, Olmsted, Pope, Swartwout, Ayres, Aldrich, Atterbury, Boring, Cass Gilbert, Jr., Hiron, Kendall, LaFarge, Magonigle, Morris, C. Howard Walker, Delano.



Keystone



Wide Wor

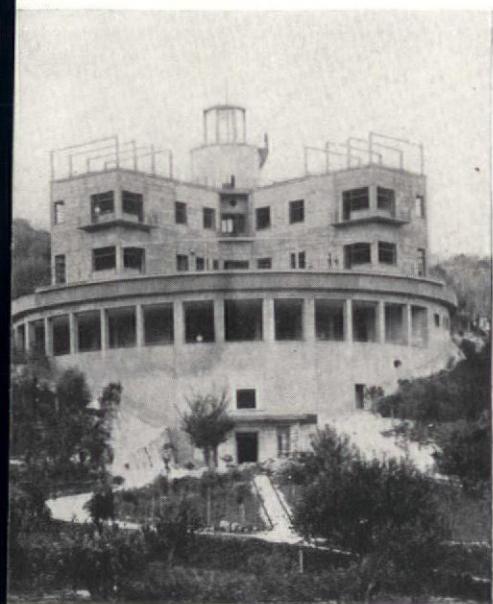
In this mausoleum, built of native Catalina Island stone, rests the body of William Wrigley, manufacturer of chewing gum and baseball team owner. Four hundred and twenty-two feet above sea level it looks over Avalon Bay from one of late millionaire's favorite spots on the island.



Wide Wor

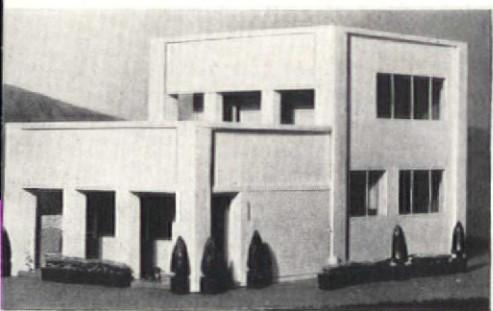
Actress Colleen Moore's \$435,000 doll house now on an exhibition tour for charity. Lushly and fantastically decorated it contains such accoutrements as the world's smallest electric light bulbs, 15-inch solid gold organ which plays by radio control, a gold chandelier strung with tiny pearl-shaped diamonds. Photograph shows the supposed owner's bathroom.

LEFT, model for a memorial in Mount Carmel, Palestine, to Theodor Herzl, founder of the World Zionist Organization. One hundred and forty feet high, it will be topped by a 40-ft. statue of Herzl. The building is designed to be a Herzl Institute which will be stocked with manuscripts and research material. The plans are by Felix Weiss and James Mond.



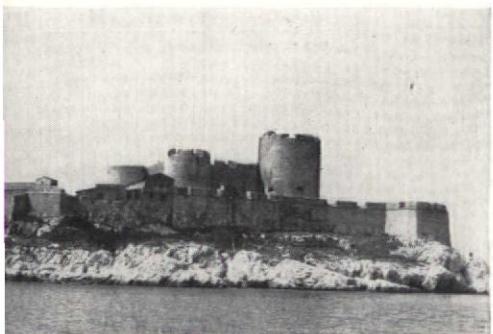
Wide World

y's latest contribution to the science of living his "sunflower" house which rotates on circular tracks so that the living room always faces the . Motive power is supplied from a three horse engine in the center of the house.



© Heals & Son

better publicity and promotion can flat-faced modern architecture have than to have children play with "modern" doll houses. This English plaything was designed and decorated by Frank and Bertha Wright furnished by Heals. Compare it to the extravagant richness of Col. Moore's doll house at the left.



Wide World

auction: the Chateau d'If, of Marseilles, scene of the first part of Dumas' famed and recently dramatized "Count of Monte Cristo." Truth may be stranger than fiction, but fiction seems to pay off, for visitors last year paid more than \$7,466 to see the Count's cell. The French Government has concessionaires to bid.



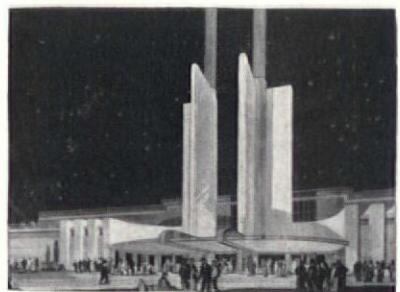
Wide World

It will no longer be necessary to go up in a plane to see New York from the air when this relief map is completed. Executed for the Mayor's Committee on City Planning by relief workers under the direction of Dr. Casper J. Kramer of N.Y.U., it will be about 50 feet square. The section shown is the first to be completed. It shows the city from 29th to 40th Streets and from Park to Eighth Avenues.

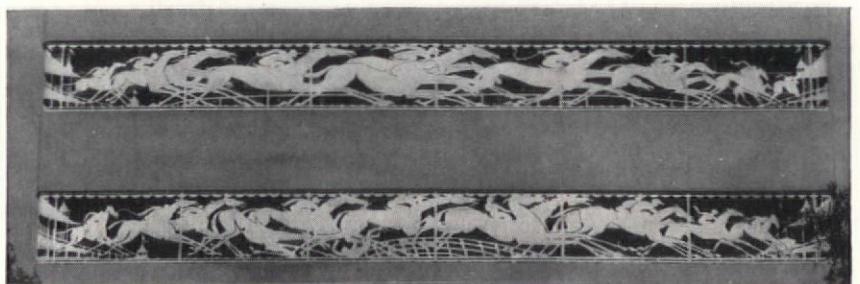


Wide World

An expensive bit of architecture is this log cabin made from old telephone poles, their rotted ends sawed off, by the Minnesota State Emergency Relief near Savage, Minn. A legislative investigating committee estimated the cabin's cost at \$10,900, excluding furniture and utilities.



Rendering for a permanent exposition building to be first used in Los Angeles Housing Exposition this spring (April 27-May 19). Architects, who won first prize in a competition supervised by the Southern California Chapter, A.I.A., are Plummer, Wurde-mann and Becket, Los Angeles.



Globe

A set of these panels (six feet high, fifty feet long), punched out of sheet steel and backed by glass through which light filters to betting booths below the seats of the grandstand, decorate the rear of the grandstand at California's new Santa Anita race track. Architect, Gordon B. Kaufmann, A.I.A.

FORUM OF EVENTS

(Continued from page 9)

in architecture, music and art to Freshman students. Contestants must be graduates of an accredited high school. Information from Dean H. L. Butler, College of Fine Arts, Syracuse University, Syracuse, N. Y.

WASHINGTON'S NEWEST

A FEDERAL building in Washington means one thing—columns. It is news, therefore, when a program for a new Washington building (in this case the Federal Reserve Board building to be erected on Constitution Avenue) states: ". . . it is further suggested that the use of columns, pediments and other similar forms may be omitted and should be restricted to a minimum consistent with the character of the building, as described." Gloated Charles Butler, F.A.I.A., and a member of the Institute's Committee on Competitions, "This would appear to indicate that the reign of the column and pediment is nearing its close, even in Washington. . . . At this time, when there has been so much justified criticism of the Government's treatment of the architectural profession, it is a satisfaction to be able to report approval of the program. . . ." Author of the approved program is Dean Everett V. Meeks of the Yale School of Fine Arts.

Nine competitors have been invited to participate. Their names invoke a long list of monumental architecture throughout the U.S.: Arthur Brown of San Francisco (Stanford University Library, San Francisco City Hall), Coolidge, Shepley, Bulfinch and Abbott, Boston (Cornell Medical Center, new Harvard Medical School buildings), Paul Philippe Cret, Philadelphia (Folger Shakespeare Library, Washington, Indianapolis Public Library and Detroit Institute of Arts with Zantzinger, Borie and Medary), Delano & Aldrich, New York, (Walters Art Gallery, Baltimore, Yale Divinity School), Holabird and Root (North Dakota State Capitol, Palmer House, Chicago), John Russell Pope, New York (Calhoun College, Yale University, Baltimore Museum of Art), James Gamble Rogers, New York (Sterling Memorial Library and Harkness Quadrangle at Yale), Egerton Swartwout, New York (Missouri State Capitol, National Victory Memorial, Washington), York & Sawyer, New York (Federal Reserve Bank, New York, Bowery Savings Bank, New York).

Latest architectural development in Washington is the "Triangle Group" which today consists of several fairly typical white marble buildings. For the triangle a classic style was chosen and to the quick lay eye photographs of the various buildings seem almost identical although they are the works of different architects. For the most part the Triangle has followed the architec-

tural lead of the Internal Revenue building and, after that, the Department of Commerce building. Each of these buildings shows an order (Roman Doric) standing at the third floor level and ending with the main cornice. The Commerce building, York & Sawyer, architects, has 70 solid 50-foot columns. Other Triangle buildings and their architects are: Department of Labor and Interstate Commerce Commission, Arthur Brown, Jr.; Post Office, Delano & Aldrich; Department of Justice, Zantzinger, Borie & Medary; Archives, John Russell Pope; Apex Building and Triangle Landscape, Bennett, Parsons & Frost.

Expected cost of the new Federal Reserve building is "between \$1,000,000 and \$5,000,000." It will cover the equivalent of three city blocks and will be designed to cover 70 per cent of the land, allowing 30 per cent for future expansion if needed. The Jury of Awards consists of Dean William Emerson of M.I.T., Frederic A. Delano, chairman of the National Capital Park and Planning Commission and Adolph C. Miller of the Federal Reserve Board.

DEATHS

ROGER HARRINGTON BULLARD, 50, A.I.A.: of pneumonia; at Plandome, Long Island.

Mr. Bullard's latest, best known work was the "America's Little House," erected for Better Homes in America in collaboration with the Columbia Broadcasting System, Park Avenue and 39th Street, New York City (ARCH. FORUM, Feb., 1935, p. 17). For his cottage on the estate of Sam Savage at Glen Head, Long Island, he was awarded the 1933 Better Homes in America gold medal. A graduate of the Columbia School of Architecture (1907) he became partner in Goodwin, Bullard & Woolsey in 1917, opening his own office in New York in 1921. He built many clubs and homes in Long Island and New Jersey including the Maidstone Club, East Hampton, the Plainfield (N. J.) Country Club, the Milwaukee (Wis.) Country Club, and residences for Junius Morgan at Glen Cove, Harry Hartshorne at Rumson, N. J., Paul Poyer at Locust Valley and Seth Low Pierrepont at Ridgefield, Conn.

BEVERLY S. KING, 56, architect; following an automobile accident, in Washington, D. C. Since 1933 Mr. King served as deputy administrator for NRA. As an architect he maintained offices in New York City, designed the Finchley Building on Fifth Avenue, the Carnegie Library in White Plains, N. Y., and collaborated in the design of New York's Engineers Club. He was an expert on U. S. stamps and at the time of his NRA appointment was president of the Collectors Club of New York, second only in philatelic importance to the Royal Philatelic Society of England.



WASHINGTONIA: (left to right, top to bottom) Supervising Architect's INTERNAL REVENUE BUILDING; Arthur Brown Jr.'s LABOR BUILDING; Cass Gilbert's SUPREME COURT BUILDING; York & Sawyer's COMMERCE BUILDING.

Their neighbor's columns will be at a minimum

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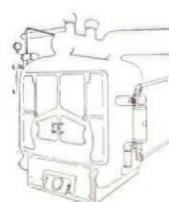
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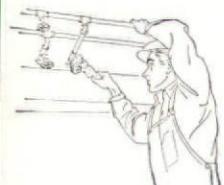
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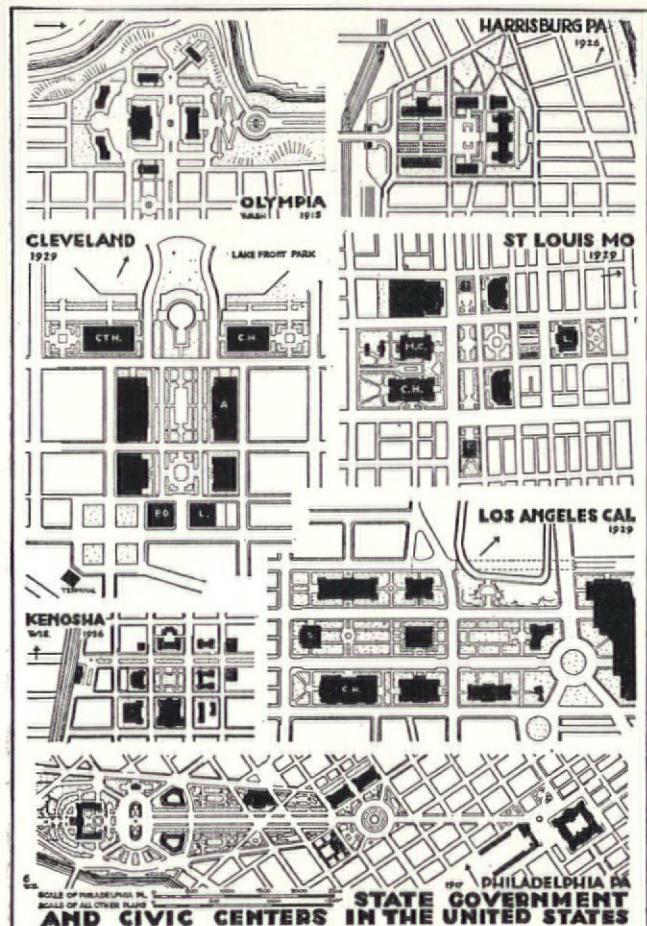


AGP

BOOKS

OUTLINE OF TOWN AND CITY PLANNING. A Review of Past Efforts and Modern Aims, by Thomas Adams, Russell Sage Foundation, New York, 368 pp., 126 illus., 6 $\frac{1}{4}$ x9 $\frac{1}{4}$, \$3.00.

As its sub-title implies this latest volume of Mr. Adams' is a review of the facts of town planning rather than an exposition of theory or method. As such it is exhaustive, covering the work of the past from earliest remains to only yesterday. The author has, however, been mindful of the fact that it is not



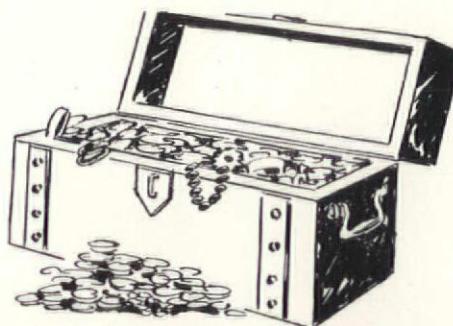
enough to state that medieval planning is different from ancient. Consequently he has stated briefly what seem to have been the reasons for these changes.

Of particular interest is the quotation from Guizot's History of Civilization. After pointing out that the towns of antiquity were formed by conquest while those of the middle ages were formed by servile labor and insurrection of the weak against the strong, Guizot goes on to say, "If you would form a just idea of the origin and the first developments of the ancient cities, look at what has passed, at what is now passing in America. How were Boston, New York, New Haven, Baltimore, all of those great maritime towns of the United States formed? Free, fierce, daring men left their country, transported themselves to a foreign soil, amidst nations far inferior in civilization and force; they conquered the territory of these nations; they worked it as conquerors, as masters. Soon they formed a great and distant commerce with their old country, with the continent which they had quitted; and their wealth was rapidly developed, like their power."

The good Guizot did not live to see what happened subsequently, and Mr. Adams does not press the point, but there

(Continued on page 50)

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BOOKS

(Continued from page 49)

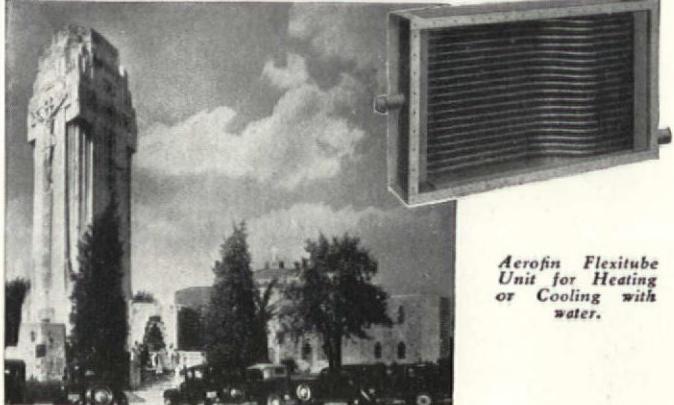
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The home office in Newark or any branch office will gladly send descriptive literature or render prompt, personal and efficient technical cooperation. Simply write to the address below.



The Shrine of The Little Flower, Royal Oak, Mich., has Aerofin heating surface. Architect, Henry C. McGill, New York; Consulting Engineer, William Brown, Detroit; Heating Contractor, Fred J. Douglas, Birmingham, Michigan.

Aerofin Flexitube Unit for Heating or Cooling with water.



AEROFIN CORPORATION
850 FREILINGHUYSEN AVENUE
NEWARK, N. J.

CHICAGO

DETROIT

NEW YORK

PHILADELPHIA

can be little doubt that the conditions that produced the medieval town produced much of the later development of the very cities that aroused the Frenchman's admiration.

This is the more the pity since Mr. Adams shows that there were informed efforts at conscious city planning and land subdivisions at as early a date as 1841 in Hopedale, Mass., and that there was a constant stream of efforts right down to the days when Olmsted and Vaux started the formal practice of landscape design in the U. S. Major L'Enfant's plan of Washington is of course the archetype of all early efforts and still stands today as one of the best.

Clearly and lucidly written this book should interest the general reader quite as much as the special student. And this not because the subject has been popularized, but because the author knows it so well that he has been able to concentrate on clarity of exposition.

DAS EINFAMILIENHAUS, by Alexander Klein, Julius Hoffman Verlag, Stuttgart, vii—130 pp., 450 illus., 9x11½, \$5.00.

Architects in close touch with work being done in Europe have been awaiting the publication of this work for some time. Here is what is probably the most complete analysis to date of all of the factors that go to make up the plan and design of the small house. Even for the man who can not read German the result will be of great value, as the illustrations are so carefully prepared that they are almost entirely self-explanatory.

The analysis is so complete that it extends even into the realm of psychological effect. Of the exterior the effect of different methods of approach and even of landscaping are considered. Of the interior not only is the largely psychological effect of circulation studied, but also the "raumgefühl" or room-feeling of various details of design. Some of this last may be debated by those who feel with Frank Lloyd Wright that rooms should flow one into the other rather than be separate entities, but the methods of producing either effect are here discussed so that the proponent of either theory has only to take his choice.

Although this book will be of incalculable assistance to all sorts and conditions of architects, its greatest usefulness would seem to be for the student. It does not seem to be too much to say that it should be required reading in every architectural school.

THE CHURCH ARCHITECTURE OF PROTESTANTISM, by Andrew Landale Drummond, T. & T. Clark, Edinburgh, Simpkin Marshall Ltd., London, Charles Scribner's Sons, New York, xviii—342 pp., XXIV pl., 6½x10, \$6.50.

What is the church architecture of Protestantism? Apparently there isn't any. There exists only a vast heterogeneous collection of churches. These are in every conceivable style of design and a few of them are almost inconceivable. Dr. Drummond seems to find the nearest approach to a proper architectural expression in the Boston Avenue Methodist Episcopal Church of Tulsa, Oklahoma. And this was designed by a layman, or more exactly a laywoman, Miss Adah Robinson. From this to the Dresden Frauenkirche, built in 1722, whose interior resembles a concert hall with a dash of railway station, the range is wide.

The reasons for these variances are made clear in this carefully documented work which also suggests to the imagination all sorts of possible solutions of the problem. Any architect

(Continued on page 53)

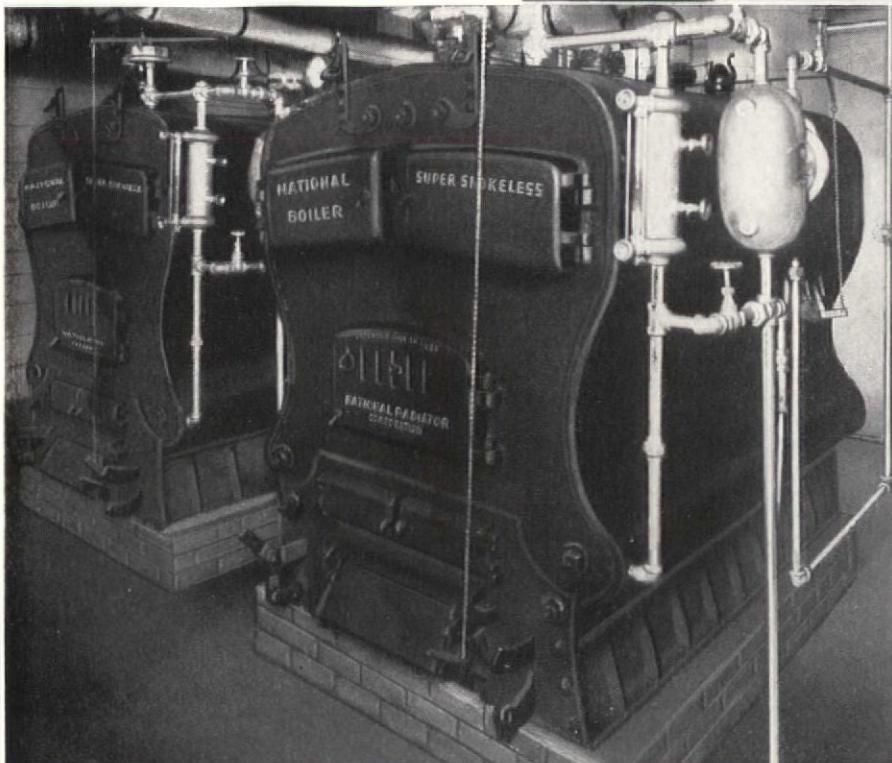
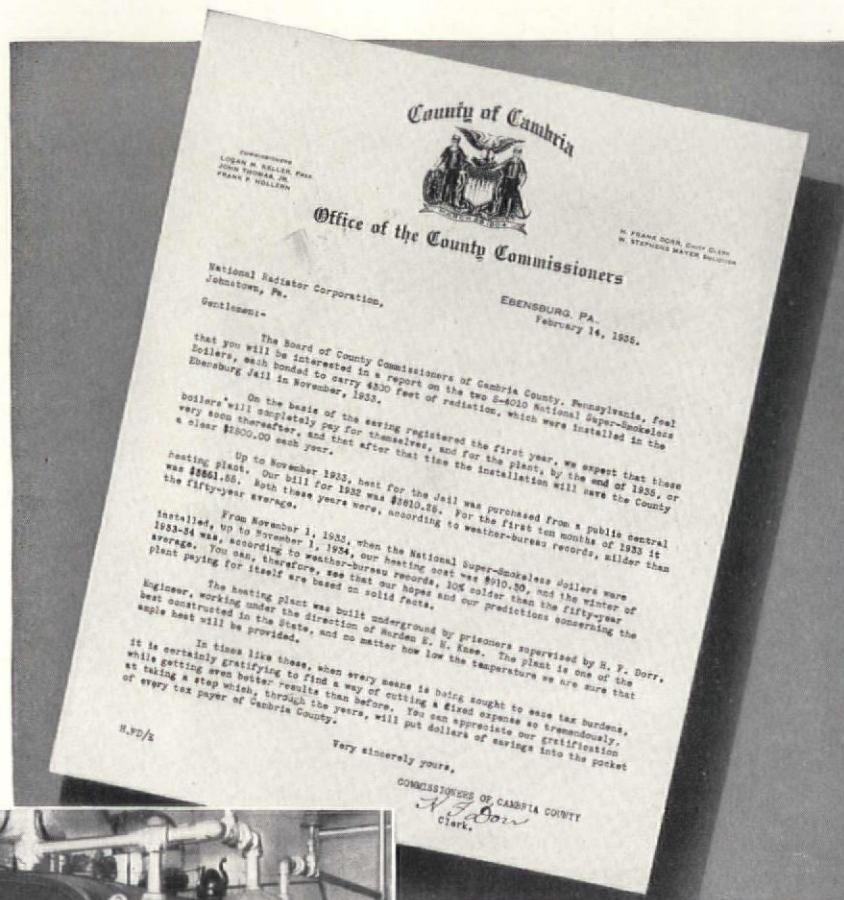
MODERN INSTITUTIONAL HEATING EQUIPMENT

WITH PROVEN ABILITY TO "PAY FOR ITSELF" THROUGH SAVINGS

CAMBRIA COUNTY (PA.) COMMISSIONERS' REPORT ON EBENSBURG JAIL HEATING PROJECT

Backed by unimpeachable authority, supported by accurate cost figures, the achievement of the National Super-Smokeless Boilers in the Ebensburg, Pa., Jail, becomes of profound significance. County records show a heating bill of \$3,810.25 for 1932, a bill of \$3,551.55 for the first ten months of 1933. Then two National Cast Iron Boilers took over the job.

These boilers did the heating from November 1, 1933 to November 1, 1934 for \$910.30. Said the Board, "we expect the savings to pay for the boilers and plant within another year." Their letter, reproduced here, best tells the story.



Famed for pioneering in the field of scientific heating, National Radiator Corporation boasts products that are proving their worth in all types of heating applications all over the Nation. In National's own Laboratories, and through a Fellowship at the Mellon Institute of Industrial Research, continuous research programs keep National products always ahead. Write for literature.

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252

NATIONAL RADIATOR CORPORATION

GENERAL OFFICES: JOHNSTOWN, PA....BRANCH OFFICES IN PRINCIPAL CITIES

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THE BUILDING OWNER who has replaced rust-clogged pipe with rust-proof, free-flowing brass or copper may well view the finished job with satisfaction.

Pipe lines should be as permanent as the buildings they serve. And it often takes a remodeling job to prove not only that such pipe lines are cheapest in the long run, but would have cost but little more than rustable pipe in the first place!

Building designers who hesitate at brass, the world's finest piping, because of the "expense," usually find, upon investigation, that it costs less than they thought. And they find that copper water tube, with soldered fittings, due to savings in labor and fittings, actually costs no more than rustable pipe.

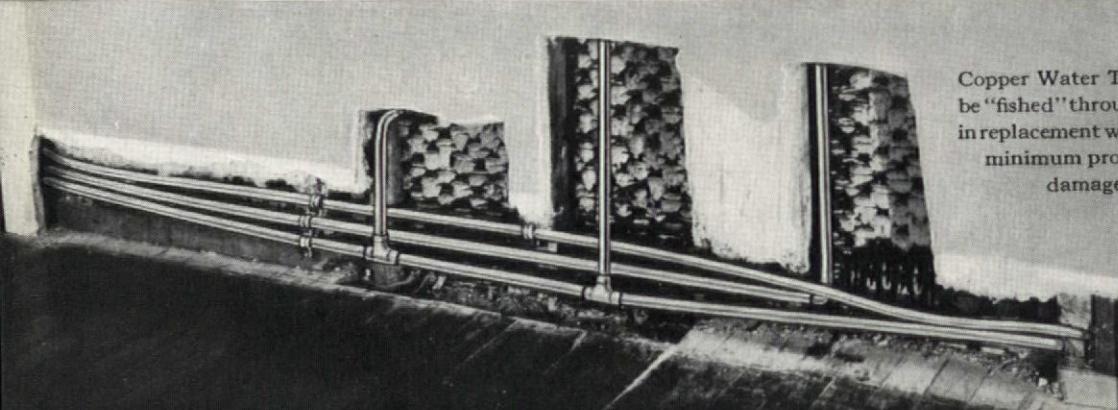
In replacement jobs, both plumbing and heating, the savings with copper tube are still greater, because of its "around-corner" flexibility, which avoids dismantling and tearing-up.

Specify "Bridgeport" in new installations as well as modernization—for steam and hot-water heating jobs, hot and cold water lines, underground water service and oil-burner piping, sprinkler systems, air-conditioning equipment and many other uses. They will last the life of the building.

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Established 1865



Copper Water Tube can be "fished" through walls in replacement work with minimum property damage.



Bridgeport engineers have studied plumbing and heating problems from every angle. Bridgeport Brass and Copper piping are installed in many of the country's outstanding buildings. Over 50 years' experience is at your service—a line to us will bring you one qualified to advise on water conditions and other problems.



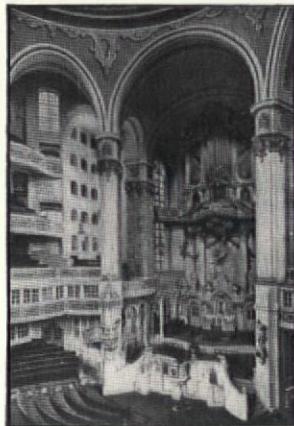
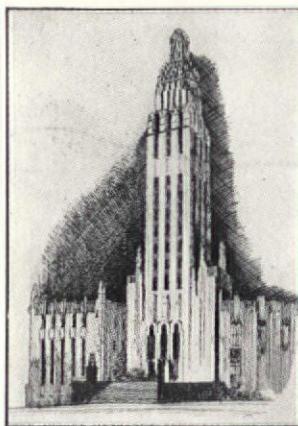
**PLUMRITE BRASS PIPE
and
BRIDGEPORT COPPER
WATER TUBE**

"Water Pipe Sizes"—a handy booklet on figuring sizes for fixture risers and mains—also instructions pamphlet on Copper Water Tube will be mailed free on request.

BOOKS

(Continued from page 50)

who, having been commissioned to design a church, is tired of the conventional forms will do well to read it. He will in the first place see many illustrations of types he never heard of un-

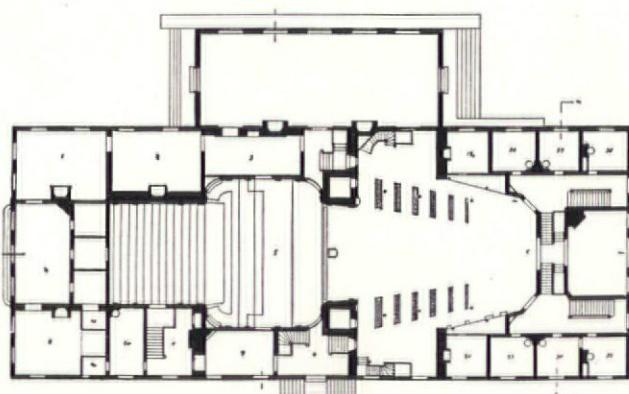


Left, Methodist Church, Tulsa, Okla., right, Die Frauenkirche, 1722

less he is a specialist. In the second place he will find an interesting readable discussion of the whole subject of the Protestant church since the Reformation. Both should be valuable.

ARCHITECTURE FOR THE NEW THEATER, edited by Edith J. Isaacs, Theater Arts, Inc., New York, 124 pp., illus., 6 $\frac{1}{8}$ x9 $\frac{1}{2}$, \$2.50.

This is in large part a reprinting, in book form, of the Sept., 1934, special number of *Theater Arts Monthly* (ARCH. FORUM, Oct., 1934, p. 45). To this has been added an article by Lee Simonson on theater planning which originally appeared in *THE ARCHITECTURAL FORUM* (Theater Reference Number, Sept., 1932).



18th Century Theater Drottingholm

It will come as a shock perhaps to some to discover in reading this volume that the letters from an architect to his client by William Lescaze are all fictitious. Certainly they have so great an air of verisimilitude that it seems difficult to believe that they are not genuine.

As all the authors whose names appear are experts in their particular lines, the result is an informative and stimulating little book on theater planning which will be of great value to the architect approaching this problem for the first time.



MODERN SCHOOL DESIGNS MUST MAKE PROVISION FOR SOUND SYSTEMS

They speed up administration—aid teaching—are considered essential by modern educators

School executives know the tremendous advantages of centralized control. It enables the principal to keep in constant touch with the whole institution. Talks and messages can be delivered without the confusion and waste of time of a mass gathering in an auditorium.

Even more important is centralized radio. It brings history in the making to the classroom as important events are broadcast. It makes fine music, both broadcast programs and phonograph records, available to music appreciation classes.

RCA VICTOR SOUND SYSTEMS ARE BACKED BY THE WORLD'S RICHEST SOUND EXPERIENCE

The all-inclusive background of RCA sound achievement is evident in RCA Victor Sound Systems. It is the reason they are used in the country's finest schools. Every part of every system—from microphone to loudspeaker—is of the finest and most advanced type.

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CAMDEN, N. J. A Radio Corporation of America Subsidiary

SMYSER-ROYER CO.



New Entrance Porte Cochere of the Fox Chapel Country Club, Pittsburgh, Pa.

Architect Brandon Smith chose this attractive Smyser-Royer Co. cast iron porte cochere as a departure from the usual. But Smyser-Royer designs are practical as well as artistic. They provide distinctive grace and charm at moderate cost.

Smyser-Royer craftsmanship has a background of almost a century. Architects contemplating new work or remodeling jobs are invited to avail themselves of our consulting service. Estimates on stock or original designs furnished on request.

A NEW CATALOGUE

Our 1935 Catalogue of Cast Iron Verandas and Railings is now available without obligation. It should be in every architect's reference file. Write for it today.

SMYSER-ROYER COMPANY

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Philadelphia Office, 1700 Walnut Street

PRODUCTS AND PRACTICE

(Continued from page 10)

401. ELECTRIC SWITCHES

Everyone knows the inconvenience sometimes caused by turning out lights in a room and then having to walk to the door in the dark. While this can sometimes be taken care of by good planning, there are other occasions where the new Mark-Time switch will solve the problem instead. This operates on the principle of delaying the actual turning off of the lights for a predetermined number of seconds after the toggle has been thrown. These switches, manufactured by M. H. Rhodes, Inc., come in various forms and sizes. Where it is desired to use them for other than the domestic purposes suggested above, the time limit can be made as great as nineteen hours. Under ordinary domestic circumstances, of course, a few minutes or seconds are all that is necessary. Among other interesting items is a special switch called the Stop Loss switch for closets, store rooms, etc. This is so arranged that after it has been turned on, it goes out again automatically in three minutes, thus preventing the losses due to forgetting lights and leaving them burning after visiting the storage space. This particular switch is equipped with a special key locking device so that it may be locked on if the storage space is to be occupied for any length of time.

402. WATERPROOF INSULATION

Insulating blocks used in cold storage operation are subjected to severe moisture conditions. The Celotex Co. has recently placed on the market a vaporproofed low temperature insulation block to provide more consistent moisture protection than is obtainable by ordinary applications in which the human element is involved. Like other Celotex products, this is manufactured under the patented Ferox process effectively to resist damage by fungus, dry rot or termites. The blocks come in three sizes, standard 18 x 36 in. and half sizes, 18 x 18 in., and 9 x 36 in. for breaking and staggering joints. Available thicknesses include 1 in., 1½ in., 2 in., 3 in. and 4 in.

403. UNIT COOLERS

Ilg Electric Ventilating Co. announces a new line of ceiling type unit coolers and cabinet type so-called Spot Koolers. The ceiling type unit is compact and suitable for use in stores, restaurants and offices. There are four sizes ranging from one ton to four tons of cooling capacity. Directional air control is afforded by the circular adjustable grille which permits concentration of the cooled air in any direction desired. The front panel is hinged and can easily be opened to get at the expansion valve and coil for adjustment. The units are intended for use singly or in multiple with a remotely located compressor. Freon, Methyl Chloride or cold water can be used as refrigerants.

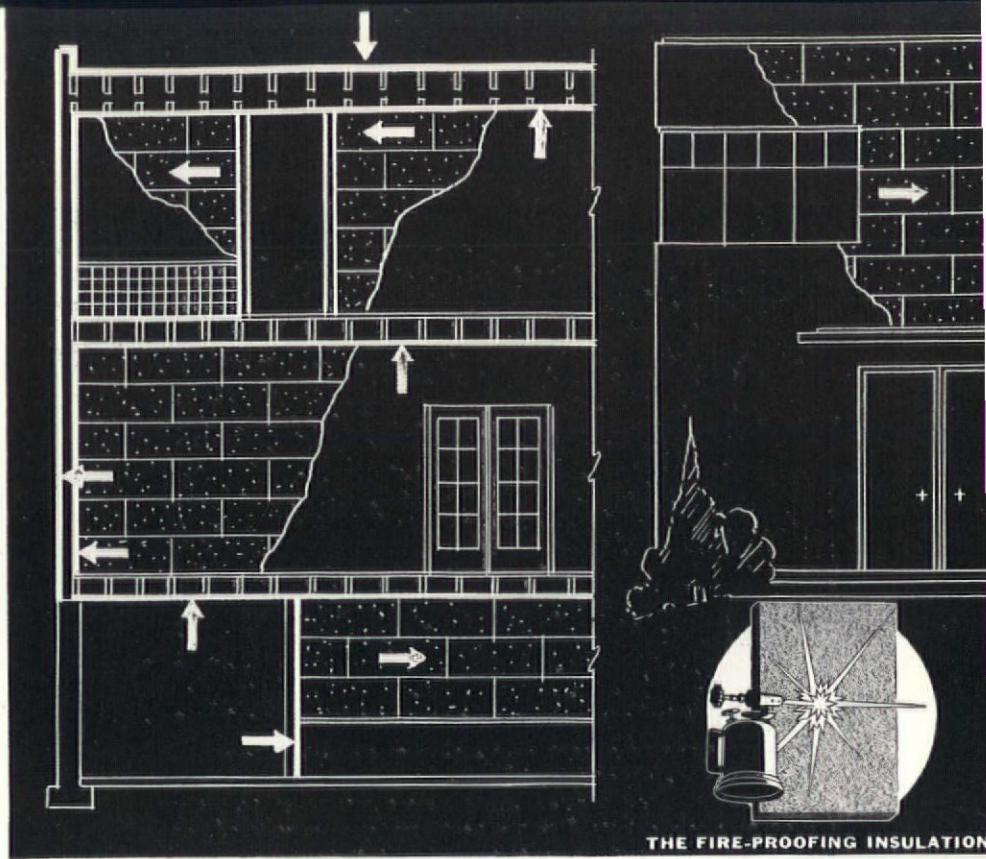
404. PRESSURE AND RELIEF CONTROL

Penberthy Injector Co. announces, in addition to its line of automatic valves, a new pressure and relief control for hot water heating systems. This is used automatically to keep the system filled with hot water and also automatically to relieve any excess pressure which may occur in the system. The entire apparatus is made from bronze of appropriate composition for the functions of the parts. Introduced into a hot water system, it will considerably improve its operation.

405. PORTABLE AIR CONDITIONER

The latest entrant into the ranks of portable air conditioners is a new unit manufactured by the York Ice Machinery Corp. This is intended especially for single room applications, such as dentists' and doctors' offices, hotel and hospital rooms, private offices, homes, etc., and will be sold as packaged merchandise by dealers and distributors throughout the country. The machinery and accessories are typically York quality. The

(Continued on page 57)



THE FIRE-PROOFING INSULATION

THERMAX

FIREPROOFING INSULATION
AS SHEATHING AND STUCCO BASE
FURRING AND PARTITIONS
AS INTERIOR PLASTER BASE
STRUCTURAL FLOOR & ROOF SLABS
FOR THERMAL INSULATION AND
SOUND DEADENING

FOR HOMES

THERMAX IS A MODERN INSULATING MATERIAL, STRUCTURALLY STRONG FIRE RESISTING, LIGHTWEIGHT UNIFORM IN SIZE, 20" WIDE ADAPTABLE LENGTHS, 1", 2" AND 3" THICK

THERMAX, FARMERS BANK BUILDING, PITTSBURGH, PENNA
LITERATURE ON REQUEST



Peacock Cocktail Lounge in Odenbach's Coffee Shop, Rochester, N. Y. Architect: William Phillips. Equipped with G-E refrigerated Russ Bar and Beer Dispensing Apparatus.

BEER WAS A BIG PROBLEM in this famous cocktail bar

BEER DISPENSING DETAILS are a problem in designing any bar. Recognizing this, the manufacturers of Russ bars and G-E refrigeration equipment have set up a complete and very helpful service for designers and builders of all locations where tap beer is served. Here is a typical example of the application of this service:

Working in cooperation with the architect of the famous Peacock Cocktail Lounge pictured above, Russ and General Electric engineers smoothed out several beer dispensing problems, including beer station locations at the bar and beer line cellar runs to the bar. As a result, bartenders at the Peacock Bar can draw a perfect

glass of properly cooled, creamy collared, delicious tasting beer every time, without waste.

From experience gained in the installation of thousands of bars throughout the country, Russ and G-E specialists know how layouts for bars and beer dispensing equipment should be made for best results—where working units in the bar should be placed for most efficient service. This knowledge is at your disposal, through the General Electric refrigerator distributor near you. Write for his name today. Address: The Russ Co., Dept. CG-4, 5700 Walworth Ave., Cleveland, Ohio.

RUSS BARS AND BEER DISPENSING APPARATUS
EQUIPPED WITH GENERAL ELECTRIC REFRIGERATION

sold exclusively through . . .

GENERAL ELECTRIC

REFRIGERATOR DISTRIBUTORS

PRODUCTS AND PRACTICE

(Continued from page 54)

conditioner is designed to be placed beside a window, and has a telescopic duct connection in the rear from which outside air is drawn for introduction into the room, and also for cooling the refrigerant condenser. It is mounted on rubber-tired ball-bear-



YORK'S NEW PORTABLE AIR CONDITIONER

ing casters so that it can be moved about with ease. The cabinet has been especially designed to present an attractive appearance, and has genuine walnut panels with satin chrome trim.

406. WOOD PRESERVATION

The preservation of wood against dry rot and decay has always been a problem of wood construction. Of recent years the spread of termites has added another difficulty. The Tennessee Eastman Corp. has made an intensive study of these diseases and infections of wood, and produces No-D-K which is a natural wood creosote oil designed especially for the disinfection of wood. It may be applied by brush, dipping, spraying, or by actual impregnation.

407. CARBIDE LANTERN

Air Reduction Sales Co. is now producing a new carbide light which they call Carbide Police Emergency Light. This weighs only forty pounds when fully charged, and burns for three hours at 8,000 candle power. Although called the Police Emergency Light, it has many obvious applications in the construction field. Readily portable and strongly constructed, it is so designed that there can be no spilling if it is upset. When it is placed back again in upright position, it will continue to operate.

408. PORCELAIN ENAMELS

It is not ordinarily a concern of the architect to be interested in methods by which porcelain enamels are applied. If, however, he is informed on the methods of enameling, a better understanding of its uses in building construction would result. For this reason, a new booklet, published by the Ferro Enamel Corp., should be of interest to the profession in view of the many suggested uses of porcelain enamels for the exterior of buildings.

(Continued on page 58)



Student Union, University of Texas

R. L. White, Architect

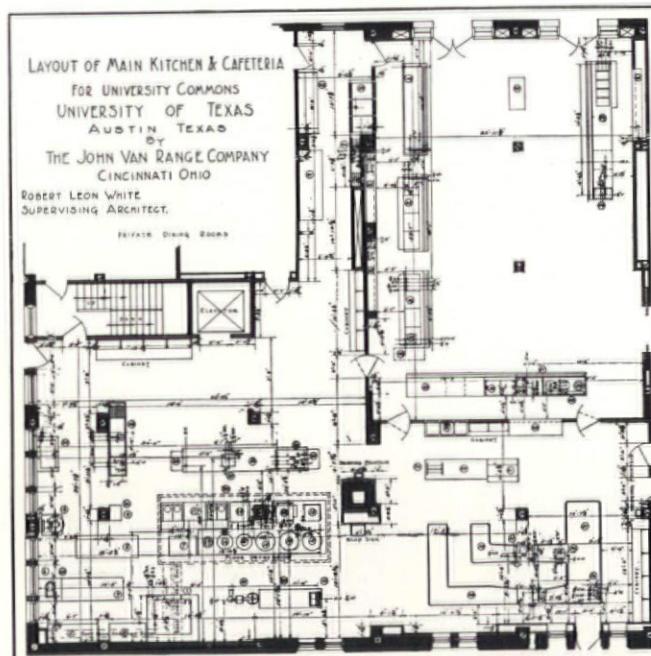
ROBERT LEON WHITE, Supervising Architect for the two million dollar building program of the University of Texas, in planning the kitchen, cafeteria and dining rooms for this institution of 7,000 students availed himself of the . . .

JOHN VAN RANGE KITCHEN ENGINEERING SERVICE

The final layout, complete to the smallest detail, is typical of the thoroughness of this service. For more than half a century leading members of the profession have looked to Van Kitchen Engineers to check their own preliminary plans and to solve many food service problems that had not come within the range of their own recent experience.

We invite you to submit your plans of contemplated buildings requiring provision for the preparation and serving of food. We will indicate the best method of layout for economy of space and money and for efficient operation. Detailed drawings if desired.

By accepting this service you will incur no obligation.



The John Van Range Co.

EQUIPMENT FOR THE PREPARATION AND SERVING OF FOOD

328 EGGLESTON AVE.

CINCINNATI, OHIO



If you were a SURGEON you would use the Best Tools available.

WHY should you be less particular about the tools you use in your own profession? The difference between the average drawing pencil and the famous A. W. Faber "Castell" is no more than 5¢ at most. That trifling difference gives you the finest drawing pencil on the market—the world's standard of quality.

"Castell" Brings Out Talent

You will be impressed with its outstanding superiority from the first moment you use it. "Castell" is unusually smooth. It is free from grit and hard spots. It does not flake or crumble.

"Castell" gives inspiration to your work—it is so versatile (18 degrees), so perfect in performance that it automatically makes you do better work. It brings out your latent talent and gives you tone effects that you never had with another pencil. If you are heading for real recognition in your craft, take "Castell" with you—it will ease the way.

It is no secret that "Castell" is the overwhelming favorite of the Masters of your craft. To be a Master do as the Masters do—use "Castell".

Jet Black (No. 7730)

Designed for sketching and marking purposes. The soft, black thick lead gives you rich, smooth strokes without gloss. Ideal for students, artists, editors, proofreaders, etc. Round, thick lead, yellow polish, stamped in silver.



Castell

DRAWING PENCILS

Made in Bavaria in 18 Degrees

A. W. FABER, NEWARK, N. J.

PRODUCTS AND PRACTICE

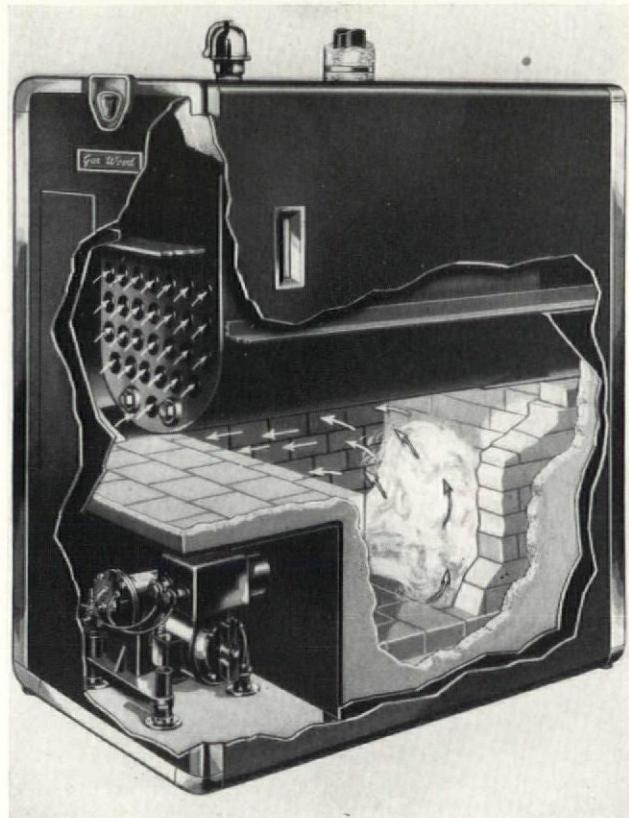
(Continued from page 57)

409. GYPSUM PLASTER

Under the index number A.I.A. File Number 21a2, the Gypsum Association has just published two new booklets which will be of interest to the architect. The first, entitled "The Fire Resistance of Gypsum Plaster," contains tables showing the standard fire endurance classifications of various types of construction plastered with gypsum plasters. The second has a set of standard specifications for gypsum plastering which covers all the various types of uses required in the ordinary course of practice.

410. BOILER BURNERS

Gar Wood Industries has just announced a Model R unit of a larger size and new design. The original unit had a capacity



NEW GAR-WOOD BOILER

of 450 sq. ft. which has now been increased to 475 sq. ft. The larger size has a capacity of 750 sq. ft.

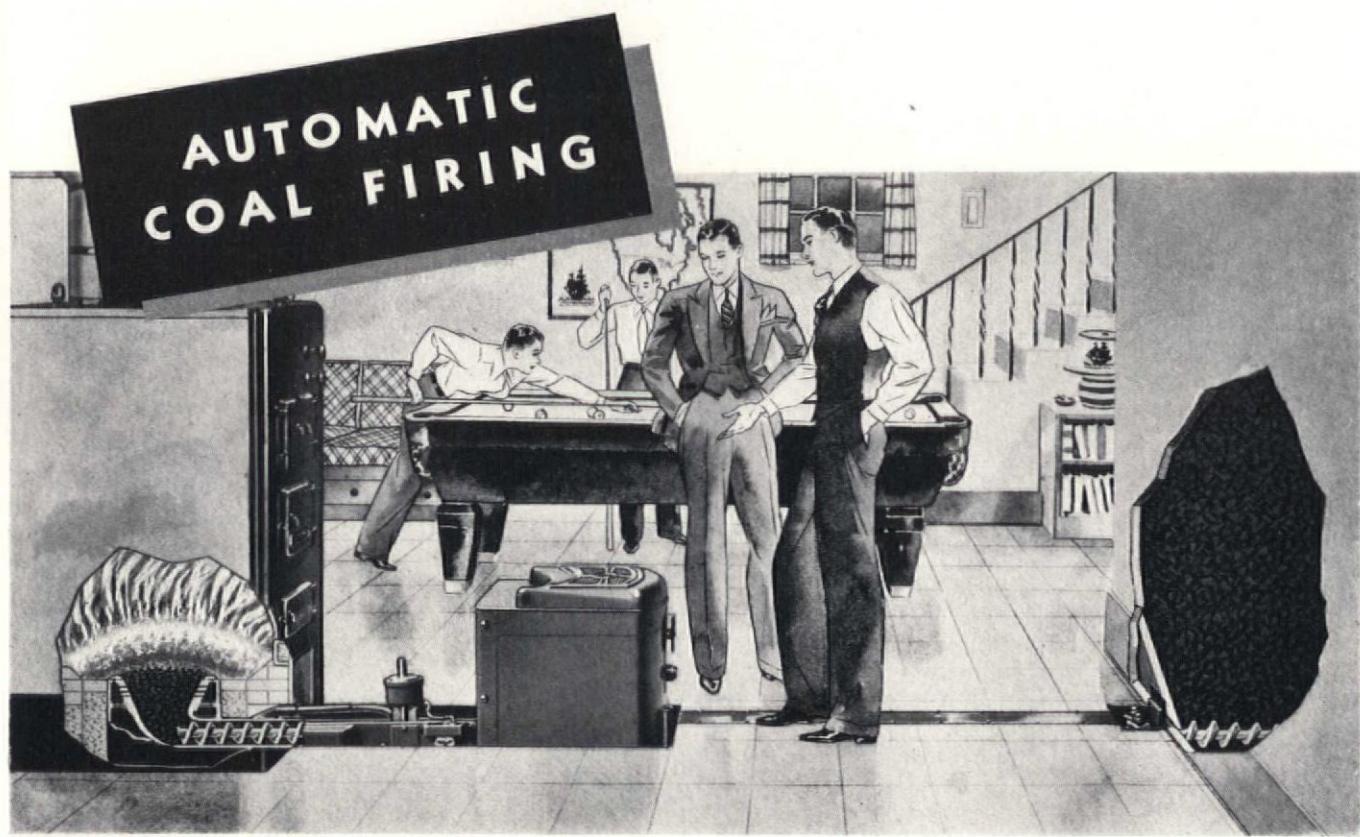
411. SAFETY FLOOR PLATES

The Illinois Steel Co. is now manufacturing the Multigrip steel floor plate. The design of this plate was developed after long experiment to assure the highest degree of skid resistance from every angle. This has been secured without sacrifice of comfort under foot as there are no sharp protuberances, and all lugs have flat top surfaces. Multigrip may be cleaned readily and drains freely as there are no pockets in which water can accumulate. Its symmetrical design minimizes waste in cutting. It can be supplied in sizes up to 7 x 40 ft. and in six thicknesses from $\frac{1}{8}$ in. to $\frac{1}{2}$ in. by 16ths.

412. LUMBER GUIDE

National Lumber Manufacturers Association has recently issued an attractively gotten up loose-leaf binder containing complete gradings and recommended uses for both soft and hard woods of all sort.

(Continued on page 60)



Cut-away illustration of Ring-Drive Iron Fireman which feeds direct from bin to fire. Bin and Bunker feed models, as well as Hopper models, available in all sizes.

THE HEATING OF TODAY AND TOMORROW

THERE is now a definite swing to coal firing. But it is not a swing back to the old kind of coal firing—it is a swing forward to the new type of automatic self-regulating coal firing pioneered and developed by Iron Fireman.

Comparative fuel cost figures shown here explain why Iron Fireman-fired coal is the preferred fuel. These figures represent the average costs for these 6 fuels in 40 of America's larger cities. They show that Iron Fireman costs 29.8% less than hand-fired coal; 46% less than crude oil; 65% less than diesel oil; 80% less than gas at industrial rates, and 85% less than gas at domestic rates. These figures are general averages but they square with actual fuel cost savings which Iron Fireman installations have achieved in thousands of cases, and it is easy to obtain actual comparative fuel cost figures for any locality—any Iron Fireman sales office will help you compile them. Get these figures and estimate

how much your client's savings will amount to during the life of his building. The total saving is astonishing!

There are other points of superiority in Iron Fireman heating, however, which are fully as important as the remarkable economy. Combustion is so nearly perfect that there is no smoke. Temperature is automatically regulated. Only a minimum of labor is required. The boiler room can be kept just as clean as with any other fuel—the stack and outdoors even cleaner. Installations can be made to feed direct from the coal bunkers. You will want all the new data on Iron Fireman automatic coal firing.

Type of Fuel	*Comparative Fuel Costs		
	Cost per 100,000 b.t.u.	Iron Fireman	Saving
Iron Fireman Coal...	1.65c		
Hand-Fired Coal.....	2.35c	29.8%	
Crude Oil (Industrial)	3.07c	46 %	
Diesel Oil (Domestic) .	4.80c	65 %	
Industrial Gas.....	9.05c	80 %	
Domestic Gas.....	11.78c	85 %	

*Figures are average cost in 40 leading American cities for amount of fuel required to furnish one Therm (100,000 British thermal units).

IRON FIREMAN

The machine that made coal an automatic fuel

Pencil Points-Iron Fireman Architectural Competition just announced. Literature and Don Graf Data Sheets available from Iron Fireman at 3133 West 106 St., Cleveland, Ohio.

Iron Fireman Mfg. Co., Cleveland, Ohio; Portland, Oregon; Toronto, Canada.



Neighbors of Woodcraft Building, Portland, Ore. Sutton Whitney, Architect. Waterproofed with Cabot's Clear Brick Waterproofing.

SHUTTING OUT MOISTURE *Effectively—Permanently*

The value and durability of Cabot's Waterproofings have been proved by more than 40 years of actual experience. They penetrate, fill and seal the pores, waterproofing the surface and preventing stains and efflorescence. Made in two types: Clear Brick Waterproofing for red brick, sandstone and other dark surfaces, and Clear Cement Waterproofing for stucco, concrete, cast stone and other light surfaces.

Send coupon below for Clear Waterproofings Catalogue.

Cabot's Clear Waterproofings

Made by the Makers of Cabot's Creosote Shingle Stains



Church of the Holy Cross, Philadelphia. 1930 Medal Philadelphia Chapter, A.I.A. Thomas I. Lovatt, Architect. Cast stone treated with Cabot's Clear Cement Waterproofing.

Samuel Cabot, Inc.

Manufacturing Chemists

Please send me Cabot's Clear Waterproofings Catalogue

Name _____

Address _____ AF-4-35

PRODUCTS AND PRACTICE

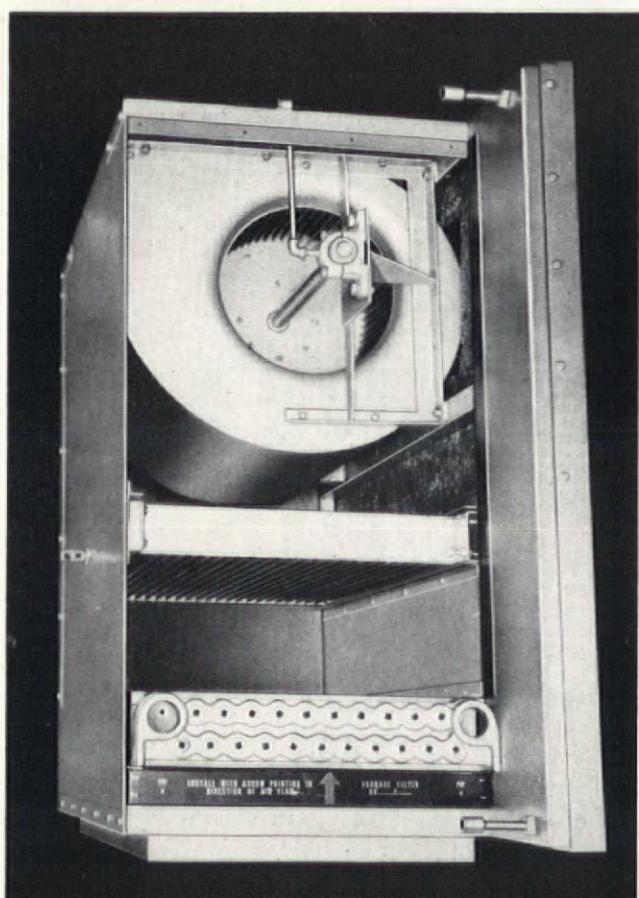
(Continued from page 58)

413. FIRE EXTINGUISHER

Pyrene Manufacturing Co. has just announced a new 2 quart vaporizing fire extinguisher that is discharged by air pressure and can deliver a fan-shaped spray as well as a solid stream. Recommended for incipient fires in all classes of material, it is especially suited for flammable liquids and electrical fires. To keep the cost and weight low, no built-in pump is used. The pressure tank may be recharged at any air line having a pressure of at least 100 lbs. Compact, it weighs only 16½ lbs. fully charged, is 18 in. high and 5 in. in diameter. It is operated by opening the operating valve on the top of the extinguisher, and controlling the combination discharge nozzle.

414. CLIMATE CHANGER

Trane Co. has added many improvements to its Climate Changer. The shell has been modernized and made more compact to fit buildings where space is at a premium. This Climate Changer is of the draw-through type designed to heat and



CLIMATE CHANGER

humidify in the winter and cool and dehumidify in the summer. It may be employed with any steam or hot water heating boiler, and summer cooling may be secured through the use of cold well or city water or by connection with direct expansion refrigerants.

415. SYNTHETIC RESIN

Hitherto generally used for handles of kitchenware and ornamental knobs or buttons, the American Catalin Corp. is now manufacturing Catalin in units suitable for architectural use. This material differs from other synthetic resins in that it is cast rather than molded. It is also notable for the fact that it may be furnished in either opaque, translucent or transparent

(Continued on page 62)

HILLSIDE HOUSING DEVELOPMENT • BRONX • NEW YORK

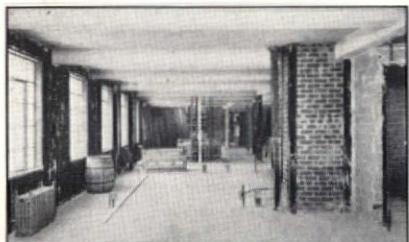


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SELECTED FOR ALL PARTITION WALLS



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Hillside Apartments, largest housing project thus far attempted . . . 1416 apartments, 5278 rooms . . . are subdivided exclusively by two-inch solid plastered partitions selected in competition with a score of other types of partitions.

Here speed and low cost of partition construction breaks all records. Economical partitions have been achieved without sacrifice of rigid strength due to the use of Bar-X-Lath.

Steelcrete engineers in co-operation with Metal Lath and Plastering Contractors the country over, have a solution for all fire-proof partition problems. Illustrated booklet will be forwarded upon request.



TIEING BAR-X-LATH TO STUDS



STUDS ERECTED FOR LATHE

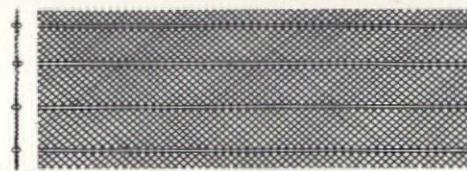


APPLYING SCRATCH COAT



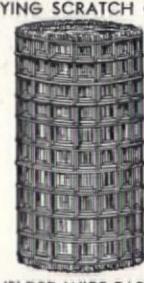
HANK TIE WIRE

THESE STEELCRETE PRODUCTS USED



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TWIN BARS

BAR-X-LATH



WELDED WIRE FABRIC

SUBSIDIARY OF WHEELING STEEL CORPORATION

THE CONSOLIDATED EXPANDED METAL COMPANIES
WHEELING, W. VA.



Acme

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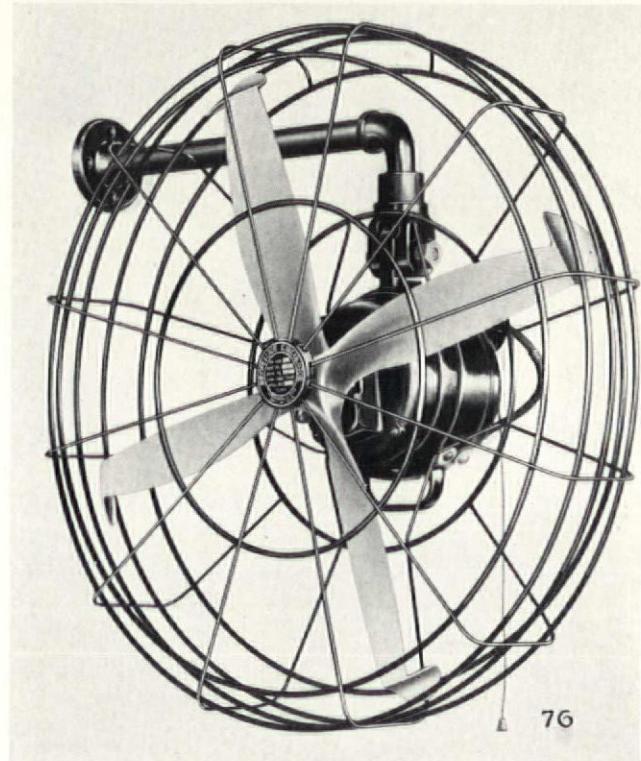
PRODUCTS AND PRACTICE

(Continued from page 60)

form and in a large variety of colors with either plain or mottled surfaces. This range of colors includes an entirely water-clear type. Being non-inflammable and almost entirely moisture proof, it has already been used successfully for ornamental lighting purposes, for theater marques and decorative lighting of bar fronts, etc.

416. VENTILATING FAN

Propellair, Inc. is manufacturing ventilating fans which operate on somewhat different aero-dynamic principles from the conventional type. The fan itself is designed like an airplane propeller and may be used for either propelling or ex-



76

AERODYNAMIC FAN

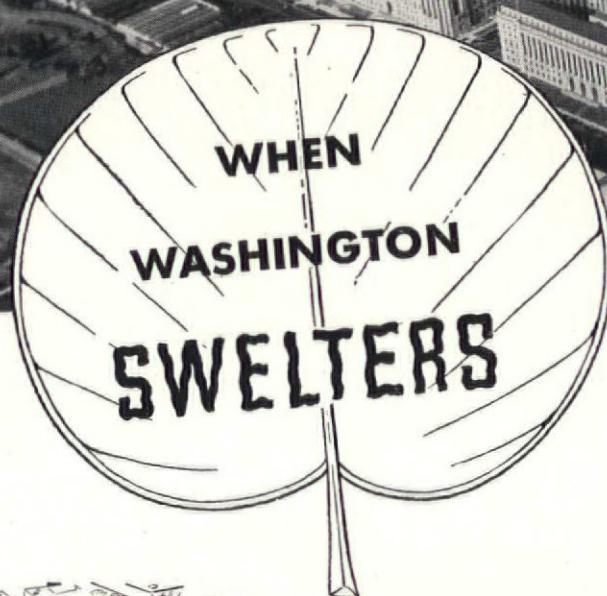
hausting purposes. A special type of construction applies streamlining to the air-flow, increasing the air delivery capacity with minimum power consumption. These fans are especially recommended for use where complete control of the air flow is desired.

417. THERMOSTATIC CONTROL

Julien P. Friez & Sons, Inc., division of Bendix Aviation Corp., announces a new summer-winter thermostat for air conditioning. These are sensitive to temperature changes as low as plus or minus $\frac{1}{2}$ ° F., and have special features which entirely eliminate the possibility of chatter. By changing the position of the summer-winter switch, the instrument is reversed so that heating equipment is started on falling temperature in winter, whereas cooling equipment is started on rising temperature in summer. The cases are handsomely designed and finished by the "Alumilite" or anodized process, and are proof against corrosion, scratches, etc.

418. COLORED PENCIL

The Norma Pencil Corp. is offering an unusual mechanical pencil which is actually four colored pencils in one. With a flick of the thumb, the color may be shifted instantly from one to another while the pencil is actually in writing position, without losing a single moment.



If you have not been to Washington lately, it would be worth your while to board one of the "Freon" air-conditioned trains of the B. & O., C. & O. or Atlantic Seaboard railroads and journey in complete comfort to the most beautiful capital city of the world. The new government buildings are marvels of architectural genius and are air-conditioned with "Freon."

In the Department of Justice Building, the Archives Building, the Post Office Building and the Senate Office Building, upon request you can see the refrigerating compres-

sors creating a total of five thousand tons of refrigeration. You will see excellent examples of the indirect open spray method of cooling air. This refrigerating apparatus was built by the York Ice Machinery Corporation. If you visit the Labor and I. C. C. Building, Supreme Court Building or the Capitol itself, you will see the splendid Carrier centrifugal machines in operation, the latest type of which is filled with F-11—another safe refrigerant made by the Kinetic Chemicals, Inc.

Washington is the No. 1 city of the United States in number and size of air-conditioned office buildings. The Department of Justice Building with its 1,980 tons of refrigeration



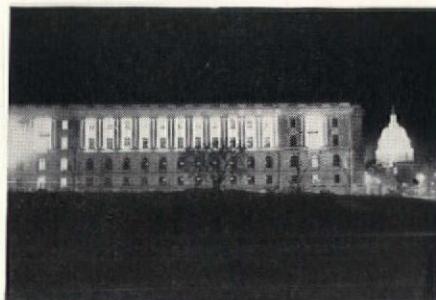
FREON

REG. U. S. PAT. OFF.
a safe refrigerant

KINETIC CHEMICALS, INC., TENTH & MARKET STREETS, WILMINGTON, DELAWARE

tion for air-conditioning contains the largest installation of its kind in the world. Yet the compressors are little, highly efficient machines, not huge, as you might surmise.

"Freon" has made it possible for the safe and efficient air-conditioning of these great and indeed grand buildings. Write the specifications for your clients' air-conditioning jobs around "Freon" and give them the same protection afforded Government employees.



The north wing of the Senate Office Building, where a "Freon" air-conditioning system provides cool comfort during the hot days of summer.

CLIENTS LOOK, LISTEN AND LIKE



KOHLER CAMBERLEY WITH NEW METAL CABINET

Kohler Aids for Builders, etc.

✓ **Kohler Time Payment Plan.** Makes payment easy on N.H.A. jobs.

✓ **One Source.** Kohler for plumbing fixtures and fittings. Kohler for heating. Don't scatter your fire. Specify the one company for all needs and save time, trouble, check-ups for all. Kohler does everything—right!

HERE's an unbeatable combination. Item one—the sink: 10 square feet of work space. 8" deep sink compartment, with Duostrainer. Two drainboards. 3" ledge across entire length of sink. Handsome, compact, chromium-plated faucet—swinging spout. Disappearing hose. Easily cleaned, glossy enamel—Kohler quality through and through.

Item two—the cabinet: Provides 28 cubic feet of under-the-sink space for pots, pans, towels, brushes, accessories. (a) Six drawers, each 15" wide, slide easily, close quietly. Removable for cleaning. (b) Roomy center compartment, 23" wide, 21" high. Air circulates freely. (c) Toe recess, 4" high. (d) Cabinet made of rigid steel—joints and seams electrically welded. No exposed sharp edges. Sound-proofed with rubber cushions. (e) Beautiful, modern design. Distinctive bakelite handles. Cabinet finished in white, chip-proof, baked enamel—or if desired, with prime coat only.

Get further information about this aid to good housing. Kohler Co. Founded 1873. Kohler, Wis.

KOHLER OF KOHLER
PLANNED PLUMBING AND HEATING



White, glistening sink above a gleaming cabinet. Basin 8 inches deep. Equipped with Kohler Duostrainer.



Drauers open quietly, easily—close without banging. Notice modern, easily grasped door and cabinet handles.

MANUFACTURERS' PUBLICATIONS

AMONG the manufacturers' publications recently received of interest to the architectural profession were the following:

419. ELECTRIC CLOCKS

From the Warren Telechron Co., their Catalogue A, containing an exhaustive discussion of all the various types of Telechron electric clock systems, with many illustrations, wiring diagrams, and outline specifications.

420. WALLBOARDS

From the Wood Conversion Co., a new catalogue describing the properties and illustrating the uses of Nu-Wood for various types of interior design.

421. STAINLESS STEELS

From the Republic Steel Corp., a new booklet on Enduro 18-8, giving laboratory data and a description of the various modifications of the fundamental 18-8 stainless steel family.

422. BLACKBOARDS

From the Weber Costello Co., a new catalogue, A.I.A. File 35-b-12, illustrating their complete line of blackboard materials with details of installation and suggested specifications, as well as samples of some of the outstanding items in this line.

423. LIGHT SECTIONS

From the Bethlehem Steel Co., a new catalogue on their Light Sections, giving the customary information with regard to the sizes and physical properties of structural steel, together with photographs of various installations.

424. PINE LUMBER

From the Southern Pine Assn., two booklets issued in connection with the Better Housing Program of the United States Government, showing illustrations and suggested details of the use of Southern Pine for both exterior and interior work, together with many plans and perspectives of houses of various sizes.

425. INSULATION

From the Formica Insulation Co., a leaflet showing photographs of various uses of Formica which may prove suggestive.

426. CONVEYORS

From the Lamson Co., a new catalogue of conveyors, horizontal, vertical, and pneumatic tube, which will be of value to architects of buildings requiring such equipment.

427. ASBESTOS PRODUCTS

From the Johns-Manville Corp., an attractive booklet entitled "101 Practical Suggestions for Home Improvements," showing photographs of modernizations accomplished by using Flexboard, Asphalt Shingles, etc.

428. ELECTRIC CABLES

A four-page leaflet from the General Electric Co., describing and listing the physical properties of new types of low-voltage secondary cables for electric work of various kinds.

429. ABRASIVE TILE

From the Norton Co., a folder printed in color, showing various designs possible for swimming pools, cafeteria passageways, etc., using their abrasive Alundum Tile.

430. VALVES

From the Parker Appliance Co., a new Bulletin No. 38, showing illustrations, list price, and specifications of their entire line of valves of all sorts.

431. LIGHT WEIGHT WINDOWS

A catalogue from the Kawneer Co., illustrating and describing the new light Sealair non-ferrous double-hung windows.

(Continued on page 66)

WHEN DESIGNING NEW FRONTS FOR OLD STORES UNDER NHA,

• BEFORE:

An antiquated, unattractive property in Memphis, Tenn., lying vacant month after month bringing the property-owner absolutely nothing in the way of revenue.



• AFTER: And here is how Architect Raymond B. Spencer and Contractor T. J. Babbitt transformed the property with a new Pittco Store Front. Today the property rents for \$200 per month. A liability became an asset, thanks to a Pittco Store Front!

Specify

PITTCO STORE FRONTS

THERE are many store-remodeling prospects in your community . . . merchants and property-owners who will wish to take advantage of the assistance made available by the National Housing Act to put new, business-drawing, revenue-producing fronts on their old stores. In our advertising to these prospects of yours, we are recommending that they retain a local architect to assist them in their plans.

When they call you in, tell them about Pittco Store Fronts . . . and specify Pittco Store Front Products in remodeling their shop space. These glass, paint and metal products will permit you a new freedom of design, will assist you in creating better-looking, longer-lasting and more profitable store fronts. All Pittco Store Front materials are of the very highest quality, all of a sort to make the finished job you design a more satisfactory one to your clients, and to you.

Our new book, just off press, called "How Modern Store Fronts Work Profit Magic" will give you a very good idea of the possibilities inherent in Pittco Store Fronts. The book contains complete information together with many "before and after" pictures of Pittco modernizations, and numerous photographs of actual, successful installations of Pittco Fronts throughout the country. Sign and mail the coupon below for your copy.

Carrara Structural
Glass

Pittco Store Front
Metal

Pittsburgh Mirrors

PITTCO
STORE FRONTS

glass .. metal .. paint

PRODUCTS OF

PITTSBURGH
PLATE GLASS COMPANY

Pittsburgh Paint
Products

Polished Plate
Glass

Tapestry Glass

Pittsburgh Plate Glass Company,
2303 Grant Building, Pittsburgh, Pa.
Please send me, without obligation, your new book
entitled "How Modern Store Fronts Work Profit
Magic".

Name _____

Street _____

City _____ State _____

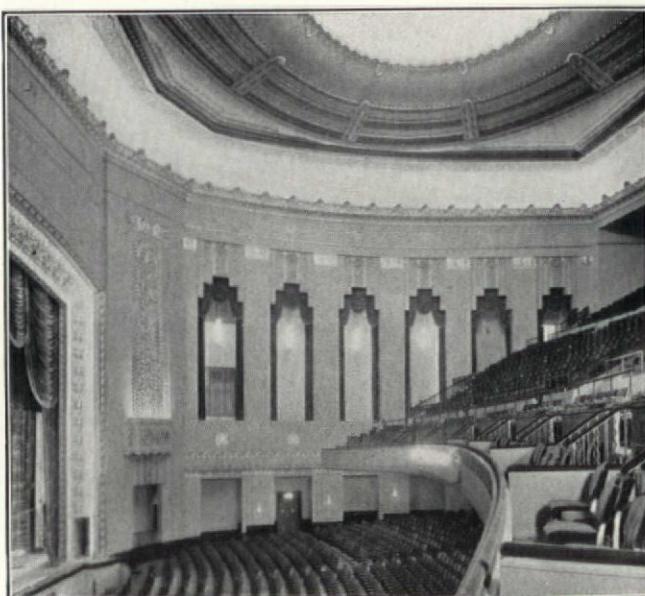
FOR CLEAKER SPEECH EASIER HEARING MUNICIPAL BUILDINGS NEED ACOUSTI-CELOTEX

IMPRESSIVE public buildings—beautiful in design—yet how often disappointing because one important factor has been overlooked! The acoustics are so poor that speech sounds scrambled and hearing is made difficult. Acoustical treatment has been omitted.

Acousti-Celotex Sound Absorbing Tiles installed in accordance with the findings of a scientific analysis are protection against such defects—an assurance of clearer speech, easier hearing in auditoriums, council chambers, courts, committee and board rooms.

Acousti-Celotex is applied directly to ceilings and walls, old and new; is pleasing in its natural finish; lends itself to attractive designs and patterns; may be painted or stenciled to harmonize with any decorative design; retains its acoustical efficiency after repeated painting because patented perforations permit access of sound waves within the absorbent material.

The Acousti-Celotex contracting engineer in your city will gladly co-operate with you, submit scientific analysis and costs; or write direct.



St. Louis Municipal Auditorium, St. Louis, Mo.—Acousti-Celotex installed in the theater and four assembly rooms to assure clear speech and easy hearing.

THE CELOTEX COMPANY, 919 No. Michigan Ave., Chicago, Ill.



TRADE MARK REGISTERED

U. S. PATENT OFFICE

MANUFACTURERS' PUBLICATIONS

(Continued from page 64)

432. SPRAY EQUIPMENT

Binks Manufacturing Co. has issued a new 32-page, 2-color booklet, giving prices and descriptions of new additions to their line of spray equipment, containing helpful suggestions and technical information of all sorts.

433. VENTILATING FANS

From the B. F. Sturtevant Co., two new catalogues listing illustrating and giving data and dimensions for their Multivane Fans Design 6 and Silentvane Fans Design 5.

434. METAL INSULATION

A new catalogue from the Reynolds Metals Co., Inc., giving data showing the insulating values of metal foil insulation in various types of construction, together with drawings showing proper methods of installation.

435. CAFETERIA FURNITURE

A new catalogue from the Sani Products Co., listing and illustrating various types of cafeteria equipment in porcelain enamel, chrome plate, stainless steel.

436. STERILIZERS

A new catalogue from the Wilmot Castle Co., completely illustrating and showing the entire line of instrument, dressing, water sterilizer units and similar hospital equipment.

437. DRILLS

The new Rock Master, especially designed for light drilling jobs in stone, is described in the new catalogue recently issued by the Worthington Pump and Machinery Corp. From the same company, folders describing Worthington Gas Engines, Vertical Four-Cycle, Type CG; Automatic Power Pump Receiver Sets, Vertical Triplex Single-Acting; Centrifugal Pumps, Single-Stage Volute, Type F; Centrifugal Pumps, Single-Stage Volute, Type L; and Centrifugal Pumps, Two-Stage Volute, Type U. Also, a booklet describing Worthington Pump Corp.'s service.

438. WELDING PRACTICE

Two new booklets from the Linde Air Products Co., one a new and revised edition of "Precautions and Safe Practices"; the other a new publication entitled "Recommended Practices for Gas Cutting of Structural Steel."

439. AIR CONDITIONING EQUIPMENT

Ilg Electric Ventilating Co. is issuing a condensed catalogue of their line of ventilating, heating, cooling and air conditioning equipment, containing necessary technical data for specification.

REQUEST FOR DATA

To obtain any of the publications reviewed on these pages, indicate the number and send coupon to THE ARCHITECTURAL FORUM, 220 East 42nd St., New York.

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NAME.....

STREET ADDRESS.....

CITY AND STATE.....

Please check here if engaged in Architectural Practice

IT'S IN YOUR "SWEET'S"



42-PAGE AIR CONDITIONING GUIDE ... FREE REPRINTS FOR ARCHITECTS

WE BELIEVE you will find this G-E Air Conditioning section of Sweet's Catalog so informative and complete as to warrant close study and a place in your working file. It is compiled solely for architects and contractors, and is the most comprehensive manual of its kind ever issued by a manufacturer.

It contains not merely descriptions of G-E air conditioning equipment, from simple air circulators to complete systems employing the oil or gas furnace, but also terse practical information required by members of your profession. Specifications, dimensional drawings and application data are included.

As you examine this section, see if you do not agree with our assertion: "G-E air conditioning offers what no one else can." Here you will see the most complete and flexible line. Behind it stand 40 years' engineering experience and years of designing and making all the elements of air conditioning equipment. A unique dealer service in your town, with G-E-trained engineers, is competent in its own right to advise you on any phase of air conditioning.

For your extra copies of the reprint from "Sweet's Catalog," 1935, phone the local G-E Air Conditioning dealer.

GENERAL ELECTRIC AIR CONDITIONING



Santa Fe Railroad, Architects. Robert E. McKee, El Paso, Texas, Genl. Contr.

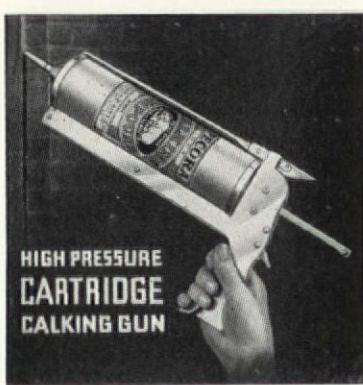
Santa Fe Office Building Galveston, Texas Sealed Weather-tight with



CALKING and tuck pointing on this building by A. M. Bowles, Houston, Texas. This contractor has completed a number of similar jobs in Texas during the past few years. Pecora Calking Compound is used because experience has proved that it does not pay to take chances with substitute materials. Architects and Builders in Texas, as well as elsewhere throughout the country, insist on Pecora because it is reliable—absolutely dependable. They know that when Pecora Calking Compound is properly applied, it will not dry out, crack or chip—it is permanent.

For old structures as well as new, Pecora can be used advantageously for calking window and door frames, all joints in projecting courses and crevices in general that permit moisture and dust to seep through. It is a prime essential on air-conditioning jobs.

For further details see Sweet's Catalogue or write direct to us.



Pecora Paint Company Inc.

Fourth and Venango Sts.

PHILADELPHIA

Established 1862
by Smith Bowen

ALSO MAKERS OF
SASH PUTTIES
MORTAR STAINS
SUCTION MASTIC
for Structural Glass

SAMSON SPOT sash cord

Look for the *colored spots* which identify this cord. If it hasn't the *spots* it is not Samson Spot Cord. One quality—the best we can make. The cheapest in terms of service cost.



Write for
specification
sheet showing sizes
and actual wear tests.

SAMSON CORDAGE WORKS
89 BROAD STREET, BOSTON, MASS.

To Swimming Pool Designers

The fact that "Brandsten" equipment for high and low diving was used in the Olympic Games in 1920, '24, '28 and '32 and is installed in most of the better college, club and private pools is merely testimony to the value inherent in its exclusive, desirable and low cost features.

Approved pool designs and complete details of the "Brandsten" International and Intercollegiate Springboards with automatic adjustable fulcrum (see illustration) and platform will be forwarded promptly on request.

Mail coupon today to Van Arsdale-Harris Lumber Co., sole manufacturers.



VAN ARSDALE-HARRIS LUMBER CO., Inc.
Pool Engineering Department,
5th and Brannan Streets, San Francisco, Calif.

Please send material as checked:

- Details of "Brandsten" diving equipment, 1 and 3 meters, installation specifications and prices.
 - Drawings by Albert C. White, world's champion diver and consulting engineer, showing typical contours of swimming pools.
 - Chart "A"—summary of official regulations affecting swimming pool design.
- Name Street City

"WHAT KIND OF A HEATING PLANT DO YOU RECOMMEND?"



"DELCO-HEAT CONDITIONAIR — IN MY ESTIMATION THERE'S NOTHING BETTER"

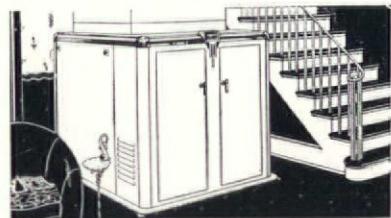
"Yes, sir. Delco-Heat Conditionair is ideal for new homes. It increases total building costs only a fraction over what you'd have to pay if you put in an old-fashioned, hand-fired furnace or boiler. And look what you get for that slight difference in cost—completely automatic heating, plus air conditioning during the 8 or 9 months when you need air conditioning most. Besides, Delco-Heat changes your basement from a dumping ground for fuel and ashes to clean, airy living quarters. This extra usable space increases property values as much as 20%!"

"Why Delco-Heat in preference to other makes? Well, I have complete confidence in the product and in the organization that makes it. Delco Appliance Corporation is a General Motors' subsidiary. They've had years of experience in the combustion of liquid fuels and in building quality electrical and mechanical appliances. Thousands of homes have Delco-Heat installations today."

"Finally, it's sold here in town by a responsible man that I can rely on absolutely for cooperation and service. Is it any wonder I'm sold on Delco-Heat."

★ ★ ★

To architects unfamiliar with Delco-Heat—and the manner in which our local dealers cooperate in new building and modernization projects—we suggest writing for the Delco-Heat "Architect's File," prepared by a consulting architect. It contains a wealth of information that has proved to be of great value to many architects. Mail the handy coupon for your copy.



DELCO-HEAT CONDITIONAIR: Used in America's Little House, purchased in the open market by the New York Committee of Better Homes in America. The Delco-Heat Conditionair purifies and humidifies the air—removes dust and bacteria—heats the air automatically—circulates it and provides a complete change every 10 to 15 minutes. And in the summer it removes pollen and provides a complete circulation of freshened, purified air.

A complete line of automatic oil heating equipment for domestic and commercial applications, including Delco-Heat Boiler, a harmonized heating unit and domestic hot water system—and the Delco-Heat Oil Burner that converts steam, hot water or warm air heating plants to automatic oil heat.

D
E L C O - H E A T
Conditionair
A PRODUCT OF GENERAL MOTORS

DELCO APPLIANCE CORPORATION

Subsidiary of General Motors

Dept. 111-L, Rochester, N. Y.

Please send me a copy of your Architect's File.

NAME _____

ADDRESS _____



Finely executed Lightolier fixtures in all traditional as well as contemporary designs are priced in line with today's budgets. For new construction or modernization, you will find here precisely the right selection for every requirement.

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Architects

HERE IS A 4-COLOR PENCIL THAT WAS MADE FOR YOU...

NORMA

SENSATIONAL 4 COLOR INSTANT SHIFT PENCIL

Norma takes the place of 4 ordinary colored pencils, shifts instantly from one color to the other with a flick of the thumb on the writing hand. No delay in your work. Writes with a thin, strong, deeply colored lead—in blue, black, red, green. Beautifully and sturdily built, mechanically perfect, absolutely and unconditionally guaranteed against mechanical defects.

Four colors—red, green, blue, black.
Shifts with trigger speed with a flick of the finger on the writing hand.
Leads are of standard thickness, procurable anywhere.
Beautiful, sturdy, well balanced barrel.
Guaranteed against mechanical defects.

Try NORMA for 10 Days

Use Norma for 10 days. Put Norma through all the paces—give it your hardest tests. If Norma doesn't come through with perfect service, if you don't agree that Norma is not merely amazing in its writability and performance but actually invaluable on the job, send the pencil back and we will refund your money.

Silni—handsome, silverlike finish.....	\$3.50
Rolled Gold plate	5.00
Sterling silver	8.50
14K Gold Filled	12.00

If your dealer cannot supply you, mail coupon today

Norma Pencil Corp., Dept. 13
150 Broadway, New York City

Please send me Norma for 10 days free trial. Enclosed is my money order for to be returned promptly if I am not satisfied.

Name
Address
City State

4 Colors
In One
Pencil

4 Pencils
In One

Red Green Blue Black.

● WIN-DOR Casement Window Hardware has offered building owners the maximum investment value since 1906. In securing building funds for new or modernization projects it is, today, an important factor and WIN-DOR quality products with a five year warranty meet the most rigid requirements. For new installations or replacement work use

Win-Dor CASEMENT HARDWARE

Our catalog is always in Sweet's.

Literature on modern equipment of wood and steel casements in new construction and modernization available on request.

Members of the Producer's Council.
THE CASEMENT HARDWARE CO.
406 North Wood Street, Chicago

"Every building we plan carries our reputation with it."

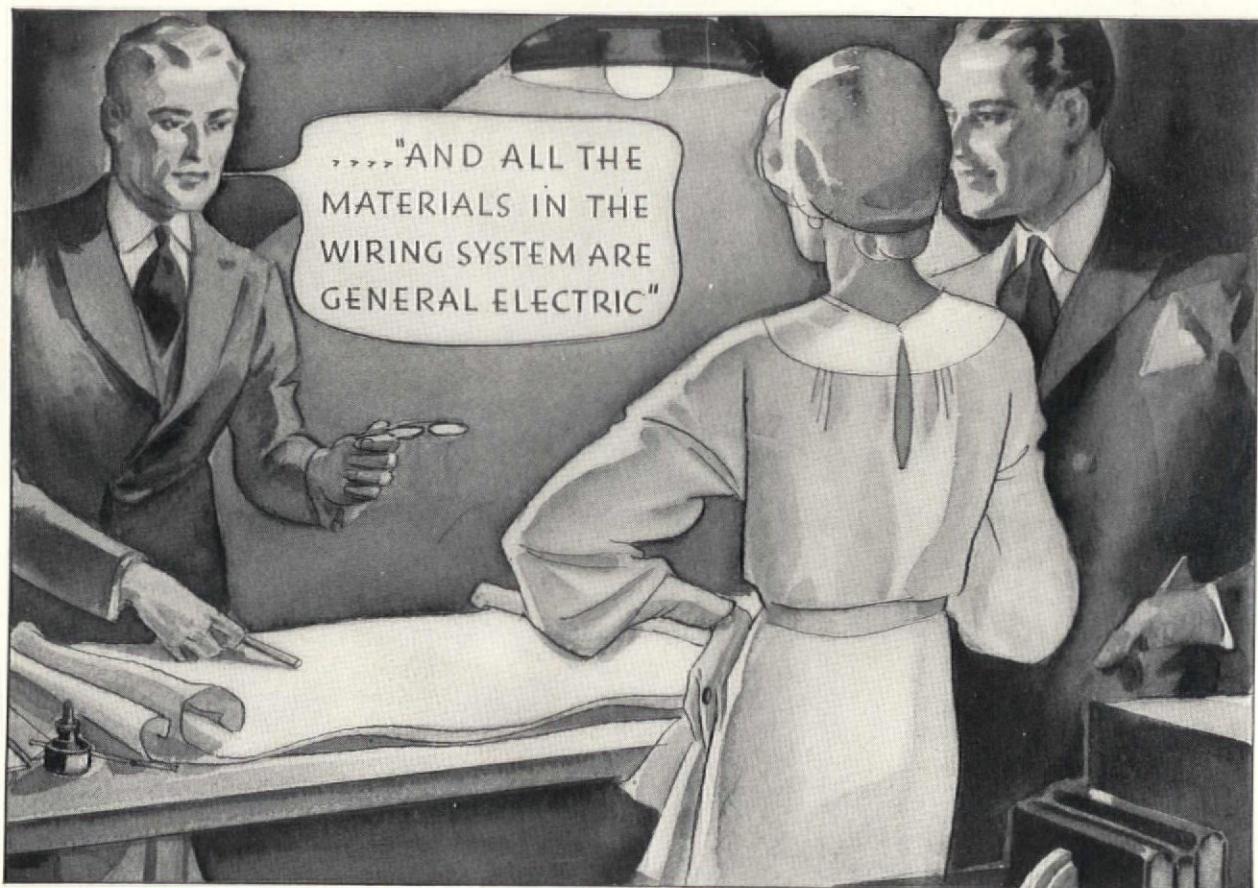
"That's one reason for specifying Reading GPWI* Pipe, Tom.

We don't have to worry about the piping system.'

READING IRON COMPANY PHILADELPHIA

*GPWI—
Genuine Puddled Wrought Iron

SCIENCE AND INVENTION HAVE NEVER FOUND A SATISFACTORY SUBSTITUTE FOR GENUINE PUDDLED WROUGHT IRON



It must be remembered that when you talk to prospective home builders, the wiring materials—such as Rigid Conduit, BX, Boxes, Fittings, Building Wires, Convenience Outlets, Switches, Sockets and Plates—in themselves mean very little. However, home builders do know the General Electric Company and its reputation for quality products. Therefore, when you tell your prospects that the electrical convenience, comfort and safety in their homes is to be maintained by General Electric products, you assuredly will have their confidence. Every home, large or small, can be made a better place in which to live if the wiring system is adequate. Don't overlook this most necessary feature in your home planning.

The General Electric Company manufactures all



the materials necessary for a complete wiring system. Take advantage of these products that are designed and engineered to be used with each other. G-E White Rigid Conduit, BX Cable, Outlet Boxes, Fittings, G-E Safecote Building Wires, G-E Convenience Outlets, Switches and Plates when installed in the homes you are planning assure your customers electrical safety, comfort and convenience . . . they build up good will for you.

In every type of building that you are planning, General Electric Wiring Materials can be economically and satisfactorily used. For further information regarding these products, see your nearest G-E Merchandise Distributor or write to Section CDW-224, Merchandise Department, General Electric Company, Bridgeport, Conn.

GENERAL ELECTRIC

WIRING MATERIALS

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT

Specify "PENNVERNON"...not just "window glass"



10
Pennvernon
double strength
WINDOW GLASS



Photograph by Johnston & Johnston

ACCURATE TO OUNCES IN MANY

TONS! The pure, specially selected Pennvernon ingredients are carefully weighed by this Pennvernon Craftsman as his contribution to the creation of that superior quality for which Pennvernon Window Glass has become justly famous.

Our new booklet, called "The Making of a Leader", describes in dramatic pictures the manufacture of Pennvernon Window Glass. To get your copy of this interesting book, sign and mail this coupon to

PITTSBURGH
PLATE GLASS COMPANY

2369 Grant Building, Pittsburgh, Pa.

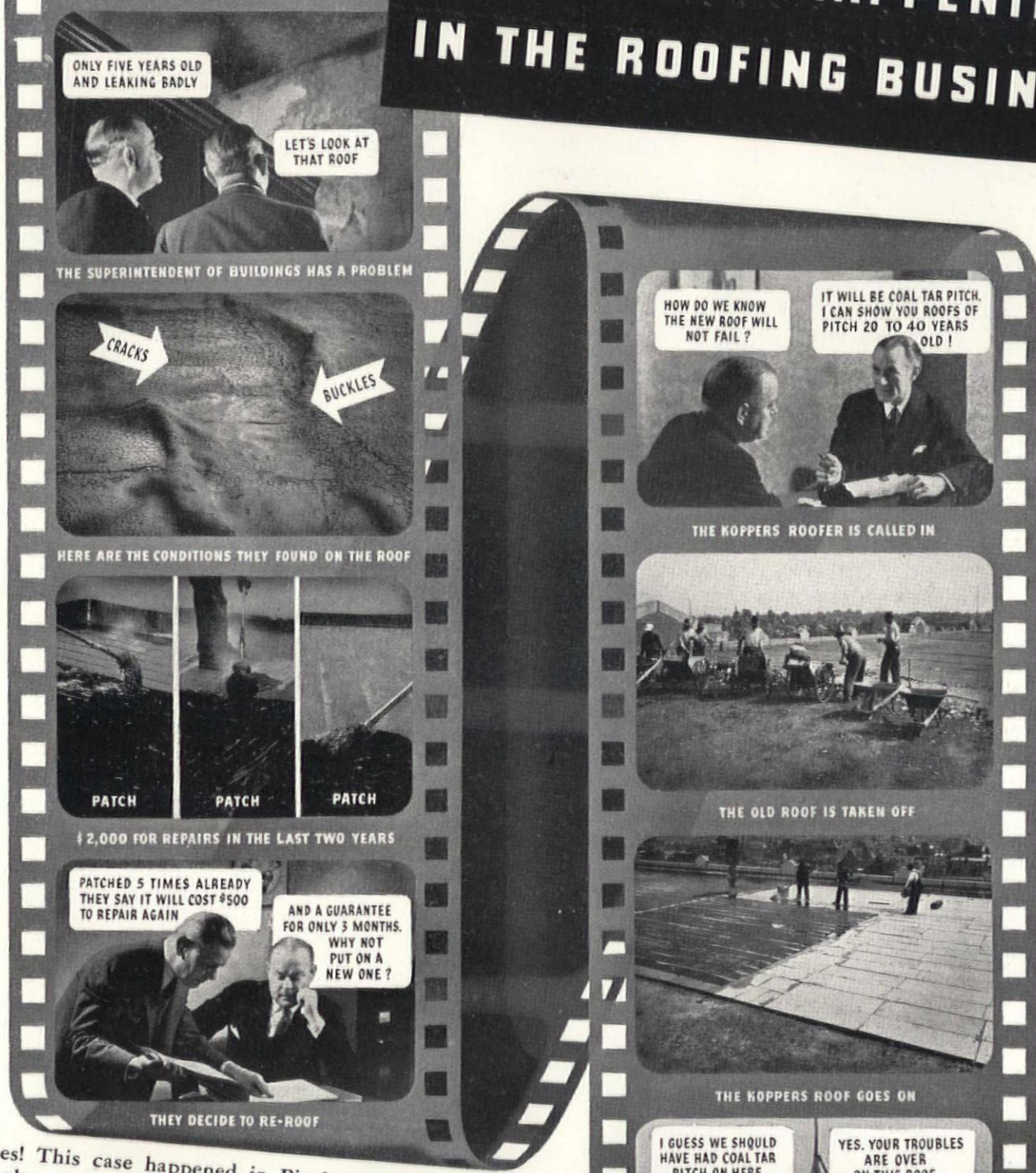
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Address _____

City _____ State _____

**AN ACTUAL
CASE ***

**WHAT IS HAPPENING
IN THE ROOFING BUSINESS ?**



Facts! Figures! This case happened in Pittsburgh. But it can be duplicated in almost every city. These failures of certain roofings (NOT coal tar pitch) on flat decks are the talk of the year in the roofing business. Everyone *thought* those roofings would last as long as coal tar pitch roofs, but they did not. Yet the coal tar pitch roofs still last 20 to 40 years. Specify coal tar pitch on all flat decks. Let us send you the folder "Do's and Don'ts on Roofing."

(*) Name on request to responsible inquirers.

KOPPERS PRODUCTS COMPANY, Koppers Building, Pittsburgh, Pa.
BIRMINGHAM · BOSTON · CHICAGO · NEW YORK · PROVIDENCE, R. I. · ST. LOUIS

Koppers Coal Tar Pitch



Koppers Tar Saturated Felt

OTHER KOPPERS PRODUCTS: MEMBRANE WATERPROOFING, DAMPPROOFING, TAR MINUM PAINTS, TARMAC ROAD TAR FOR STREETS, PAVEMENTS, DRIVES, HIGHWAYS



KOPPERS PRODUCTS CO., Pittsburgh, Pa.
Please send me your folder "Do's and Don'ts"
Please send me a set of Don Graf's Data Sheets on Roofing, Waterproofing, etc.

Name.....
Address.....
City..... State.....

AF

ROLL CALL OF PRODUCTS SPECIFIED FOR BUILDINGS IN THIS ISSUE

In providing this service as a current check on major specifications, every reasonable effort is made to insure the accuracy of the information but THE ARCHITECTURAL FORUM cannot assume any responsibility for errors of omission or commission. The advertising of companies marked * will be found on the indicated page in this issue.

WILLIAM BEARD HOUSE

Illustrated on pages 400 to 403

ARCHITECT: RICHARD J. NEUTRA
GENERAL CONTRACTOR: H. R. KASIELKE

- STEEL: Palmer Steel Construction Co.
ROOFING: El Rey Roofing
*WALL AND FLOOR ELEMENTS: H. H. Robertson Co. (Page 17)
METAL STUDS: Soule Steel Co.
METAL SASH: J. A. Bozung (Horizontal sliding sash and doors)
WALL COVERING: Sanitas, Standard Textile Products Co., Masonite Corp.
*FLOORING: Armstrong Cork Products Co. (Pages 34-35)
*INSULATING LATH: Celotex Co. (Page 66)
*PLUMBING FIXTURES: Kohler Co. (Page 64)
REVOLVING COOLERS: E. S. Roberts
*GLASS: Libbey-Owens-Ford Glass Co. (Page 32)
HARDWARE: Schlage Lock Co.
DRAINBOARDS: Hood Rubber Co.
STOVE: American Stove Co.
GARBAGE RECEPTACLE: Allen Freeman
FIREPLACE FACING: Aluminum Corp. of America

KOBICK HOUSE

Illustrated on pages 404 and 405

ARCHITECT: RICHARD J. NEUTRA
ASSOCIATED ARCHITECT: W. I. GARREN
GENERAL CONTRACTOR: HARRY APTE

- METAL SASH: Michel Pfeifer
*INSULATING LATH: Celotex Co. (Page 66)
WALL COVERING: Standard Textile Products Co.
*FLOORING: Armstrong Cork Products Co. (Pages 34-35)
*GLASS: Libbey-Owens-Ford Glass Co. (Page 32)
HARDWARE: Schlage Lock Co.
*DRAINBOARD: International Nickel Co. (Page 43)
FIREPLACE: Heatilator Co.

MOSK HOUSE

Illustrated on pages 406 and 407

ARCHITECT: RICHARD J. NEUTRA
GENERAL CONTRACTOR: H. R. KASIELKE

- METAL SASH: Truscon
WALL COVERING: Standard Textile Products Co., Masonite Corp.
*FLOORING: Armstrong Cork Products Co. (Pages 34-35)
ROOFING: The Paraffine Companies, Inc.
*GLASS: Libbey-Owens-Ford Glass Co. (Page 32)
*INSULATING LATH: Celotex Co. (Page 66)
PLUMBING FIXTURES: Westcoast
REVOLVING COOLERS: E. S. Roberts
HARDWARE: Schlage Lock Co.
*STOVE: General Electric Co. (Pages 21, 22, 23, 24, 56, 67, 71, 78)

HOUSE AT FREEPORT

Illustrated on pages 408 and 409

ARCHITECT: REINHARD M. BISCHOFF
GENERAL CONTRACTOR: REINHARD M. BISCHOFF

- WATER PIPES: A. M. Byers Co.
WATER HEATERS: Taco Heaters, Inc.
*INSULATION: Celotex Co. (Page 66)
*PAINT: National Lead Co. (Page 40)
HARDWARE: The Stanley Works, Sargent Co.
*ELECTRICAL EQUIPMENT: General Electric Co. (Pages 21, 22, 23, 24, 56, 67, 71, 78)
WEATHERSTRIPPING: American Weatherstripping Co.
*KITCHEN AND BATH: Kohler Co. (Page 64) Speakman Co., Crane Co.
*BOILER: American Radiator Co. (Page 48)

HUGH KENNEDY HOUSE

Illustrated on pages 410 and 411

ARCHITECTS: PETTIT & OMAN
GENERAL CONTRACTOR: PETZINGER & SCHLEPPI

- STONE SILLS & FLAGGING: McDermott Stone Co.
WALLS: Sandlime Brick, Columbus Builders Supply
ROOF: Sea Green Slate
BUILDING PAPER: The Sisalkraft Co.
PLUMBING: Standard Sanitary Manufacturing Co.
*WATER PIPES: Wheeling Steel Corp. (Page 61)
WATER HEATER: Ohio Heater Co.
ROCK LATH PLASTER BASE & PLASTER: U. S. Gypsum Co.
INSULATING PLASTER BASE: Stewart Inso-Board Co.
*BRICK STAIN: Samuel Cabot (Page 60)
INTERIOR PAINT: Pratt & Lambert, Inc.
*GLAZING: Pittsburgh Plate Glass Co. (Pages 65, 72)
GUTTERS & LEADERS: American Rolling Mill Co.
FIREPLACE EQUIPMENT: Donley Brothers Co.
HARDWARE: The Stanley Works, The Yale & Towne Manufacturing Co., H. B. Ives Co., Richards-Wileox Manufacturing Co.
OAK FLOORING: W. M. Ritter Lumber Co.
HEATING: Marshall Furnace Co.
*ELECTRICAL: General Electric Co. (Pages 21, 22, 23, 24, 56, 67, 71, 78)
WEATHERSTRIPPING: Monarch Metal Weather Strip Co.
SCREENS: Yardley

CLIFTON H. DAY HOUSE

Illustrated on pages 412 and 413

ARCHITECT: ROYAL BARRY WILLS
GENERAL CONTRACTOR: ROBERT ARNOLD

- BRICK: New England Brick Co.
PLASTER: Rockland & Rockport Lime Corp.
*PAINT: National Lead Co. (Page 40), Samuel Cabot, Inc. (Page 60)
*ELECTRICAL EQUIPMENT: General Electric Co. (Pages 21, 22, 23, 24, 56, 67, 71, 78)
WOOD SHINGLES: Pitman Brown Co.
*SHINGLE STAIN: Samuel Cabot, Inc. (Page 60)
WINDOWS, DOORS AND TRIM: Lovell & Hall Co., Clifftonale Woodworking Co.
GLAZING: Lovell & Hall Co.
PLUMBING FIXTURES: J. L. Mott Iron Works
*BOILER: American Radiator Co. (Page 48)
*LINOLEUM: Armstrong Cork Products Co. (Pages 34-35)
RANGE: Glenwood Range Co.
*PIPE: American Brass Co. (Page 41)
HOT WATER HEATER: Whitehead Metal Products Co.
*INSULATION: Armstrong Cork Products Co. (Pages 34-35)
HARDWARE: P. & F. Corbin

CHATHAM VILLAGE HOUSE

Illustrated on page 414

ARCHITECTS: INGHAM & BOYD; CONSULTANTS, STEIN & WRIGHT
GENERAL CONTRACTOR: W. F. TRIMBLE & SONS CO.

- EXTERIOR FINISH: Booth & Flinn
METAL LATH: Pittsburgh Steel Co.
SLATE ROOFING: Hoffman Grossman Co.
WINDOWS AND TRIM: F. A. Requarth Co.
GLAZING: American Window Glass Co.
WEATHERSTRIPPING: Hubert Moore
*INSULATION: Johns-Manville, Inc. (Pages 38-39)
*PAINT: Pittsburgh Plate Glass Co. (Pages 65, 72)
PLASTER AND PLASTER BASE: U. S. Gypsum Co.
*LINOTILE FLOORING: Armstrong Cork Products Co. (Pages 34-35)
*PIPING: A. M. Byers Co., American Brass Co. (Page 41)
PLUMBING FIXTURES: Standard Sanitary Manufacturing Co.
*HEATING BOILERS: American Radiator Co. (Page 48), Hook Manufacturing Co.
WATER HEATER: Pittsburgh Water Heater Co.
*REFRIGERATORS: Westinghouse Electric & Manufacturing Co. (Page 7)
METAL CABINETS: Elgin Stove & Oven Co.
HARDWARE: McKinney Manufacturing Co.

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Builder of 2000 Model Homes Finds a NEW SELLING HELP...



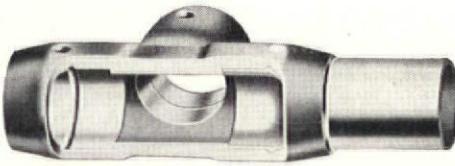
Reis Roll of Honor materials show STREAMLINE FITTINGS AND COPPER PIPE

The mailing piece reproduced here shows how this famous builder uses the unusually excellent materials built into his homes, as selling features. STREAMLINE Fittings and Copper Pipe lead the roll of nationally known products used in Reis homes. Other leading real estate operators also use this new selling and renting feature. When prospective buyers or renters are assured that the building is installed with STREAMLINE Copper Pipe and Fittings they know that they will enjoy a perpetually trouble-free, non-rusting, non-clogging plumbing and heating system that is not only handsome in appearance but is a money saver in both fuel and repair bills.

Charles H. Reis, builder of Sunshine City and of Allwood, knows that well-known quality materials impress buyers. STREAMLINE Fittings and Copper Pipe, revolutionizing plumbing and heating installations, fit into such modern selling plans.

This new method of connection eliminates costly and unnecessary heavy walled pipe and provides a non-rusting, non-clogging plumbing or heating system that will actually outlast the building in which it is installed.

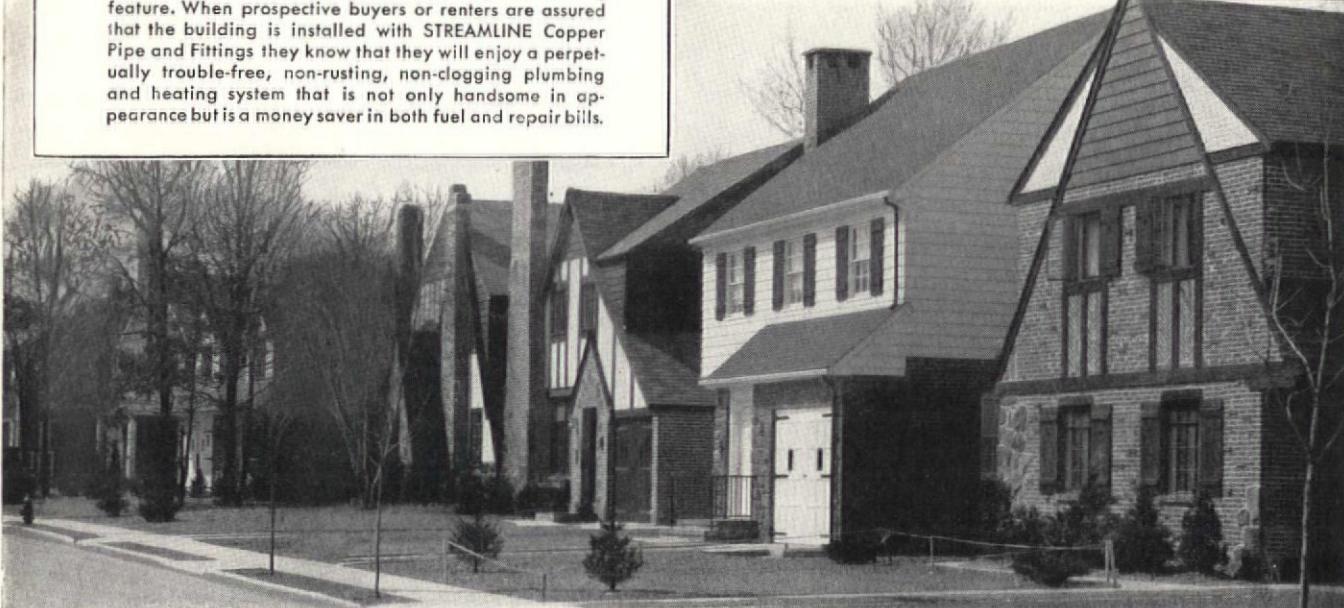
Real estate operators are using STREAMLINE Copper Pipe and Fittings in both new homes and in the reconditioning of older properties of all kinds. Their successful experience points the way for you. Let us furnish you with the names of thousands of successful installations and their locations or a sample of the pipe and fitting itself.



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Owners of homes and apartment houses who are mod-

ernizing, home builders, and renters are asking for General Electric all-electric kitchens. Sensing this demand, architects are more and more taking advantage of the G-E Kitchen Institute's Planning Service, which includes detailed information and specifications on all types of General Electric Kitchen Appliances.

The General Electric refrigerator distributor near you will be glad to furnish, through the Instituté, complete details on any G-E Kitchen appliances that fit into your plans, for modernization or new construction of either single or multiple residential dwellings. General Electric Co., Specialty Appliance Sales Department, Section CG4, Nela Park, Cleveland, Ohio.



GENERAL  ELECTRIC
ALL-ELECTRIC KITCHENS

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America to attract new business



WJR—"The Goodwill Station," Detroit, uses Glasiron Macotta for decoration—and also ENDURO at the entrance. Cyril E. Schley, Architect.



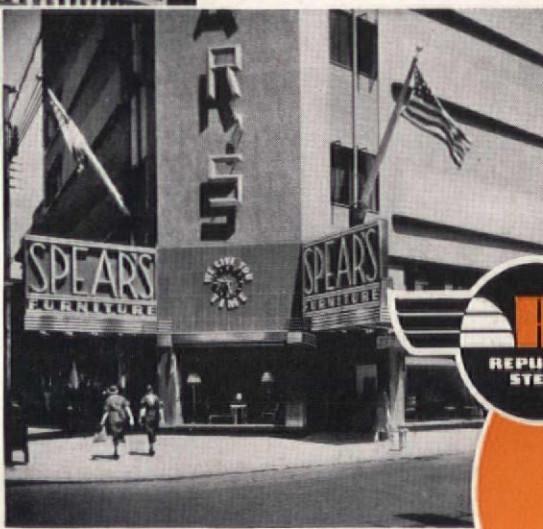
The Chrysler Sales & Service building entrance, Pittsburgh, uses ENDURO Stainless Steel and Glasiron Macotta in combination, with striking effect. ENDURO is also employed for all exterior trim. Albert Kahn, Inc., Detroit, Architect.

A handsome store entrance at Jamaica, L.I., where Glasiron Macotta with edging of ENDURO says: "The store is modern. Buy here." De Young & Moscowitz, Architects.

Business buildings are using more and more Republic ENDURO Stainless Steel—both for new construction and for modernizing. The reason is simply one of dollars and sense. Its brilliant, never-changing beauty catches attention, attracts customers and builds business.

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The illustrations show applications of ENDURO Stainless Steel Macotta and of Glasiron Macotta, both manufactured by Maul Macotta Corp., Detroit. The facing of Glasiron Macotta is Pemco porcelain enamel, available in any color—fused on Toncan Iron Enameling Stock and edged with ENDURO. Full information on ENDURO is given in Sweet's.



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